

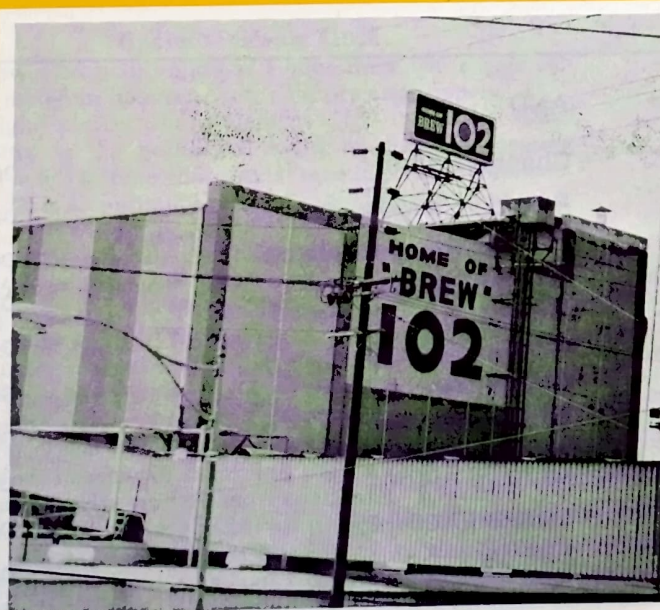
# *Beer Can Collectors* **NEWS REPORT**

The BCCA's Bi-Monthly Publication Vol. 11 No. 1 January-February 1981

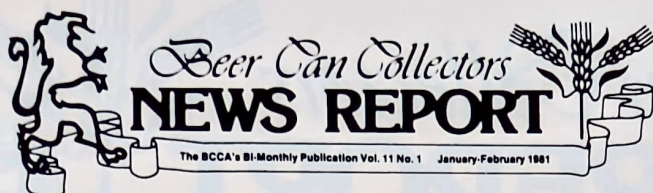


The Maier  
Brewing  
Company . . .

A Never-Ending  
Challenge  
for Collectors







Pub. No. 335910

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**Members:** send material for *News Report* consideration to Larry Freeze, 627 Oakley, Topeka, KS 66606.

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## What's on tap

**CANS, CANS AND MORE CANS** In a nutshell, that would sum up the life story of the Maier Brewing Co. However, Dan Andrews #2954 presents the history of this fine brewery in much more detail, beginning on page 4. And on pages 6 and 7 is Dan's in-depth Maier Brewing composite.

**PAPER LABEL UPDATE** It's that time of the year again — the 1981 Paper Label Composite Update. Jim McCoy #136 and Lew Cady #98 have assembled and photographed 52 additions to the list of cans created by BCCA members and chapters. See pages 8 and 9.

AND . . .

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# Chapter corner

By Gregg Kreyling #3533

First, I'd like to give a special thanks to Dick Johnson #9492 and the whole Westmont Stroh's Chapter for a really good party they held with the prize money for their first place finish in the membership drive. Thanks also go to Jack Isacson #1213 and the North Star Chapter for another fine Guzzle 'N Twirl.

**The Fort Pitt Chapter** — Pittsburgh, Pa., has been reinstated. President — Ken Conner #448; V.P. — Walt Wimer Jr. #13267; Sec.-Treas. — Tony Heitzer #13708.

We also have a new quart cone chapter but have not reached agreement on a name yet, so I'll report on that next issue. Meanwhile, if you're interested, you may write Dave Launt #11325.

At the present, I have chapter renewals from 36 chapters. The cutoff date for the printing of the roster is the second week of Feb. If you wish to have your chapter listed in the roster, I must have your renewal by that time. If you need another renewal form, please write me for one.

Periodically, if requested, chapters receive new member lists from the national office. This list contains new BCCA members in the area your

chapter covers. These lists are for your benefit to contact new members about joining your chapter. Some chapters have been sending out letters to chapter members who have not renewed to find out why. In many cases, people simply forget. Another idea used by chapters, is to contact radio stations and newspapers for free ads for their trade sessions.

A correction to the Sept. *News Report*. The Gator Tales of the Sunshine Chapter is published quarterly instead of 3 times a year. Thanks, Marcella.

Some of the bigger trade sessions coming up:

Feb. 6-8 Chesapeake Bay — 4th Annual Big Assawoman Midwinter Can Meet and Weekend Bash, Ron Sanders #7062.

Feb. 7 Jersey Shore — 3rd Anniversary Trade, Joe Radman #6898.

Feb. 28 Buckeye — 7th Annual Buckeye Chapter Trade Session, Dick Adamowicz #344.

Mar. 20-21 Schells Border Batch BBBS Vol. IV No. 2, Bob Vierkant #11214.

The Dayton, Ohio Mini Convention will be held as in past years and not in cooperation with any other beer can

club as was reported in another club's magazine.

**Chapter Sales:**

**Johnny Appleseed Chapter**

Chapter patch \$2.00 w/sase.

Chapter 10 oz. mug dated 1977 \$2.50, includes postage.

Bill Heichel #3635.

**Capital City Chapter**

Chapter T-shirts \$7.00.

Beer Cans Unlimited \$17.25, includes postage.

Ray Johnson #10176.

**Sangamon Valley Chapter**

Chapter T-shirts \$6.00 postpaid.

Kent Newton #7100.

**Delaware Blue Hen**

Chapter T-shirts \$5.00 and \$1.00 handling per order; over 10, no handling.

Toney Strupczewski #15759.

**Badger Bunch**

Chapter patch \$2.00.

Chapter button 50¢.

Ken Gretzinger #1380.

## President's message

By Herb Schwarz #1922

So how were your holidays? I hope there was a beer can or two mixed in between your new ties and slippers.

I might clarify the statement "by invitation only" pertaining to the published board of directors meeting dates. These are somewhat special meetings in that we must know who is attending because of space limitations or other reasons. If in town during one of these meetings, please call us anyway because we can always find room for one or two more. Also it is a good idea to check beforehand of any meeting to make sure it hasn't been rescheduled.

In the past months, I've been checking on equipment not only to ease the workload of the office staff, but also to save money in services and printing costs. One such piece of equipment was a printer/scanner system — or mini computer, if you will, that could store our roster, composites and endless number of items and data with easy access to view, add, revise and delete capabilities. It would also retrieve data in any sequence we programmed it for and furnish camera ready copies. The bad news was that it is rather expensive right now, but this type of equipment is one of the few things that are getting cheaper with time. It

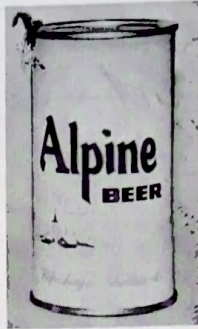
may well be something to keep our eye on in the future.

Another system I checked into was a scanner/duplicator capable of printing 150 copies per minute. It's actually a mini printer and produces excellent quality copies. It does not have the capabilities to print our roster and want ads, but there are dozens of other uses which the cost may offset our printing costs. We are now making cost comparisons and the results will be presented to the board of directors for a decision.

I suppose this may not be interesting reading for many of our members, but I did want to point out that we are always looking into areas to cut expenses. After all, I don't like to have my dues increased either every few years.

**WANTED: Stroh keglined can without fill volume in excellent condition for Corporate Collection. Please contact Historian, the Stroh Brewery, 1 Stroh Drive, Detroit, MI 48226.**





## The Maier Story . . . Perfected After 101 Brews

By Dan Andrews #2954

Los Angeles automobile traffic from all directions meets at the four-level freeway interchange in the center of downtown. Just east of this maze stands the multi-building Maier Brewery complex. The brown brick structures are in disrepair. Weeds are growing unchecked, and vintage delivery trucks stand on flat tires in the parking lot. A huge canning machine is rusting in the open air. Hovering over the freeway is a giant sign which reads, "Home of Brew 102." Although beer production has long since ceased, thousands of motorists are treated to this advertisement as they edge their way through rush hour traffic.

The history of the Maier Brewing Co. dates back before the turn of the century. Although early biographical information about founder Joseph Maier is generally unavailable, an 1881 *Los Angeles Times* advertisement features, "The Eintracht Saloon, proprietor Joseph Maier." The following year Joseph Maier bought half interest in the Philadelphia Brewing Co. and became the partner of George Zobelein. The partnership lasted until 1907 when Maier bought out Zobelein. Four months later, George Zobelein bought the Los Angeles Brewing Co. and became a friendly competitor of Maier, producing famous Eastside Beer.

Prohibition took its toll on Los Angeles breweries. Only Los Angeles, Vernon and Maier opened immediately after repeal. Maier was having financial problems and had been ordered to give preference to former employees and pay over \$45,000 in back wages before hiring new employees. The brewery was eventually sold near the end of World War II to a reclusive Polish immigrant named Paul Kalmanovitz. Opinions vary as to how Mr. Kalmanovitz joined Maier, but it is believed he simply bought the brewery with large profits earned from his skid row retail liquor outlets.

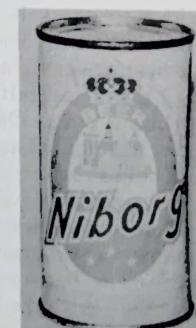
To combat a post-war sales lag, Maier launched the biggest advertising campaign in its history in March, 1950. Four years of brewing, tasting, and judging were completed. Brew 1 gave way to brew 2, 3, 4 and eventually "Brew 102." Eighteen months later, Brew 102 sales were up 400%. Although it later developed a "cheap beer" reputation, Brew 102 remained the staple of Maier Brewing for many years.

Suddenly around 1964, the giant Brew 102 logo on the side of the brewery was replaced with "ABC Beer," and the ABC brand became more prevalent than Brew 102 in retail stores. It appears this was a simple sales

technique, and may account for why some cans (L&M, ABC, Steinbrau) are by ABC Brewing Co. instead of Maier. The campaign was short lived and Brew 102 soon returned to retail shelves and the brewery wall.

Also during this period, Maier gobbled up smaller breweries as the industry receded. The simple fact that beer is cheaper to ship than to produce undoubtedly encouraged the closing of Regal Pale, Grace Bros., Fisher, and Walters. Advertising was almost nonexistent and brand loyalties eroded. Many brands were discontinued or relegated to "super market brand" status. One beer recipe was used and the product was marketed in over 100 different cans and bottles. Some brands lasted as long as it took to sell one shipment while others are still being marketed today.

It is a common misconception that Maier sold to Lucky Lager Brewing Co. and went out of business in 1974. In actuality, Lucky Lager was purchased by Paul Kalmanovitz. Formerly the West's largest selling beer, Lucky was experiencing financial problems due to sagging sales. With the purchase of Lucky Lager came the rights to the name General Brewing Co. Maier was dropped in favor of General, although Kalmanovitz remained firmly in com-





mand. Breweries in Los Angeles and San Francisco were closed and eventually operations were shifted to San Antonio, Texas, with the purchase of Pearl Brewing Co. Along the way, Kalmanovitz also bought the entire Falstaff operation, closing most of their plants.

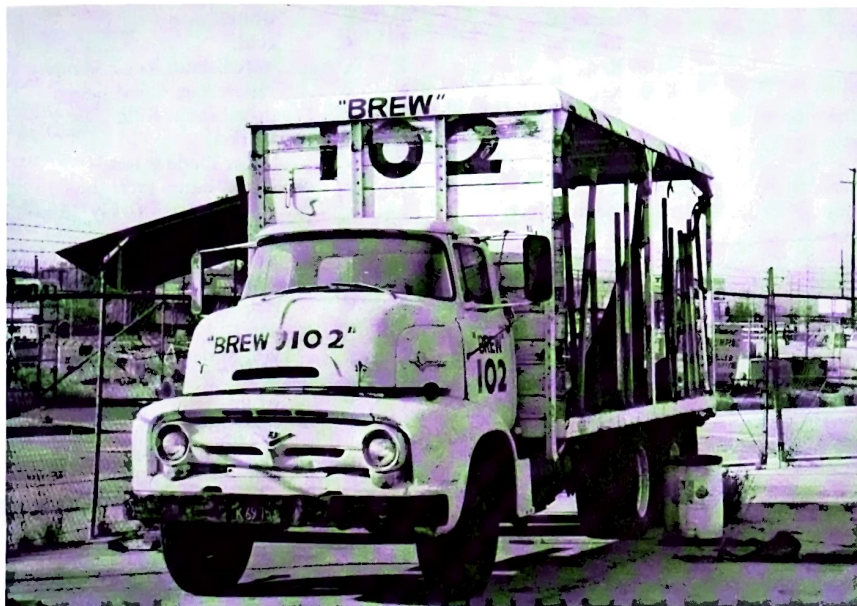
Throughout the many moves, closures and name changes since World War II, Paul Kalmanovitz has remained in complete control of all operations. Former employees describe Kalmanovitz as a private, secluded,

and somewhat mysterious man. Today the Kalmanovitz holdings include numerous closed breweries and the active group known by different names across the country (Falstaff, Pearl, General, etc.). The breweries' future is unclear since little information on the activities of the elderly Kalmanovitz filter outside the company.

Less expensive supermarket brands are experiencing a resurgence of popularity in California. One large market chain reports generic beer by

General is their best seller. This demand has created a tremendous work load at the one remaining West Coast Kalmanovitz plant in Vancouver, Washington.

I suppose it would be whimsical to suggest Maier should be reopened to accommodate this demand. I even considered writing San Antonio about this. I decided against it since it seems Paul Kalmanovitz is the only man with the power to make this decision, and he doesn't even answer his mail.



Like a long-forgotten prisoner, a Maier delivery truck deteriorates behind a chain-link fence on the old brewery grounds.

## Maier Can Facts . . .

Maier cone tops and the first Maier flat tops were produced by Continental Can Co. All early variations of Brew 102 cans (gold, red, maroon and black) were produced by the Pacific Can Co. The later black 102 cans, as well as the vast majority of the other brands were made by National Can Co. Some of the 1960-70 straight steel tab top cans (102 Dark, Velvet Glow, Golden Crown, etc.) were produced by American Can Co. Although I don't have a can from Crown Cork and Seal, I do have some correspondences between Crown and Maier, and I suspect they may also have made cans.

When Maier bought Grace Bros. (1967), several Grace Bros. flat tops were filled at Maier and so noted on the lid. This group includes: King's Taste, Club House, Custom Club, Ruser, Bull Dog and many more. I

have not included these in my composite, but many are in the BCCA composite compiled by Fred Wolpe.

Finer Flaver (68/33) and Excell (66/15) are both listed as Maier cans in *Beer Cans Unlimited*. The Excell is an apparent misprint. I have never seen the metallic silver version of Finer Flaver pictured and can't say if it is a Maier can or not.

The Grace Bros. gallon is also shown as a Maier can in BCU. I personally contacted the can's owner and verified the can is actually by Grace Bros. A Hof Brau gallon "test can" also appears in this book. This looks like a paper label artist design presented to the brewery for approval. I have two similar 12 oz. "Brown Derby Draft" cans and one "Millbrook." I have also seen a "Nonfatening Brew 102." I doubt any of these cans were mar-

keted.

An 8 oz. Soul Malt Liquor can was advertised in the Patterson Beverage Guide in 1968 and recently appeared in the BCCA Newsletter. It's doubtful this can ever existed. It's not uncommon for advertisers to advertise anticipated products in Patterson without actually having them in stock.

Maier enhanced our hobby with well over 100 brands and major label changes. If minor variations were included, the list would probably triple. I don't believe there is a complete Maier collection anywhere in the country. There may be new brands or variations in collections that have never made it into any book. Someone may even dump a totally new can. Four or five brands have surfaced in the past few years, making Maier collecting an unending challenge.



# The Cans of Maier Brewing Company

Can	Rating	12	16	Comment	Can	Rating	12	16	Comment
<b>Gallons</b>					Golden Lager	3	x		same design as Golden Brew.
102	1			102 tougher than Regal Select.	Golden Velvet	3	x		brown version of Blitz Wein. can.
Regal Select	1				Grace Bros.				
<b>Cone Tops</b>					Bavarian	4	x	x	same design as Grace Bros. can.
Maier Export	2	x		Gold, 12 oz. & quart.	Han's Leeber Brew	2	x		one of the ugliest.
Maier Export	2	x		Silver.	Hausbrau	4	x		white version & gray version.
Maier Select	3	x		Red.	Hof-Brau	5	x		store brand, various stores.
Maier Select	1	x		White, only 2-3 dumpers known.	Holland	2	x		one with "old world formula" across top, one without it.
Maier Select*	1	x		Green, "withdrawn free of Internal Revenue Tax, for exportation only."	Hudson House	4	x		same design as Grace Bros. can.
Maier's Ale	1	x		only one known. very rare.	Imperial	1	x		white.
<b>Flats, Tabs</b>					Imperial*	1	x		gold.
ABC	4	x	x	red, white and blue.	Keg	5	x	x	store brand, Von's Markets.
ABC	1	x		metallic blue, common by ABC Brewing, rare by Maier.	Keg	4	x		yellow keg, oldest design.
Alpine	5	x	x	same design as General can.	King Cole	1	x		store brand, King Cole Markets.
Alpine	1	x		mountain scene, rare.	Kol	2	x		Maier made it too.
Alps Brau	3	x		same design as Grace Bros. can.	L & M	3	x	x	16 oz. much rarer than 12 oz.
Amber Brau	4	x		black, metallic & non metallic.	Maier Select	1	x		gold, first can to say "Brew 102."
Astro Malt Liq.	2		x	16 oz. only.	Maier Select	2	x		solid red.
Bavarian	2	x		without "Weiss."	Maier Select	1	x		white.
Black & White	3	x		often mistaken for Amber Brau.	Maier Select	5	x		red, same design as General can.
Bohemian	5	x		store brand, Thrifty Drug Stores.	Maier's Ale	1	x		yes, Maier tried ale.
Brau Haus	5	x		metallic & non metallic.	Mann-Chester	4	x	x	gold, 16 oz. is very rare.
Brewers Best	3	x	x	same design as Grace Bros. can.	Mann-Chester	4	x		white.
Brewmaster	3	x	x	16 oz. is very rare.	Medallion	1	x		short lived brand.
Brewmaster*	1	x		Maier can with Huber man.	Niborg	1	x		one of the rarest.
Brown Derby	5	x	x	White with gold trim.	Old Dutch	4	x		store brand, various stores.
Brown Derby	4	x	x	White & Brown.	Old German	2	x		white background & gray background.
Brown Derby	5	x	x	White & orange.	Old Gibraltar	2	x		store brand, various stores.
Bull Dog Ale	3	x		same design as Grace Bros. can.	Old Heidel Brau	5	x		same design as General can.
Bull Dog Malt Liq.	4	x	x	"Robust character mellow smoothness."	Old Vienna	3	x		without price.
Club Special	1	x		believed sold only at USMC base, Camp Pendleton, Calif.	Old Vienna	3	x		6 - 87¢.
Dodger	3	x		arrived same time as other Dodgers.	Olde Tyme	5	x	x	16 oz. is rare.
Draft	3	x		wood grain.	102	3	x		gold & red.
Draft	2	x		shield on front.	102	4	x		white & red "perfected after 101 brews."
Edelbrau	4	x		store brand, various stores.	102	4	x		white & red "Maier Beer."
Einbock	4	x		same design as Walters can.	102	3	x	x	red & white, looks like current can.
Einbock*	1	x		6-\$1.09.	102	2	x	?	maroon & white.
El Capitan	1	x		same design as Pacific Brew. can.	102	5	x	x	6 - 99¢, 6 - \$1.09, etc. numerous minor variations, same basic design as current can.
Elderbrau	3	x		similar to Arizona Brew. can.	102 Draft	5	x	x	metallic & non metallic.
Elderbrau*	2	x		blue background.	102 Draft*	1	x		"Draft Beer" in yellow across bottom.
El Rancho	4	x		yellow, with cactus.	102 Dark	2	x		short lived brand.
El Rancho	3	x		similar to Grace Bros. can.	102 Stout Malt Liq.	5	x	x	16 oz. only.
Excell	2	x		rare by Maier.	Padre	5	x		check design.
G B Dark Bock	2	x		similar to Grace Bros. can.	Padre	5	x		same design as current, store brand.
Glacier	3	x		metallic & non metallic.	Regal Bock	1	x		Safeway Markets.
Glacier	1	x		6 - 88¢.	Regal Bock	1	x		"now no opener needed."
Golden Brew	5	x		store brand, Smith's Food King.	Regal Bock	1	x		"newest easy open aluminum top."
Golden Crown	5	x		metallic & non metallic.	Regal Select	5	x	x	plain.
Golden Crown Draft	4	x			Regal Select Draft	4	x	x	6 - 99¢, 6 - \$1.09, numerous variations.
Golden Gate	3	x	x	one of the prettiest.	Regency	3	x		16 oz. much rarer than 12 oz.
Golden Gate	1	x		6 - 79¢.	Regency	3	x		yellow.
Golden Harvest	4	x		gold shield, maroon trim.	Regency	2	x		tan.
Golden Harvest	4	x		gold shield, brown trim.	Reidenbach	5	x		wood grain.
Golden Harvest	2	x		wheat stalks.	Rex	4	x		same design as current.
									store brand various stores.



Can	Rating	12	16	Comment
Royal	3	x	x	tan, 16 oz. is very rare.
Royal	3	x		almost orange in color.
Royal	1	x		blue and gold.
Royal Award	3	x		looks like Regal Pale and Spring.
Santa Fe	1	x		short lived brand.
Soul Malt Liq.	1	x	x	12 oz. probably never filled.
Soul Mellow Yellow	1	x	x	rarer than the red.
Sportsman	3	x		metallic and non-metallic.
Spring	5	x		store brand Thrifty Markets.
Spring	5	x		6 - 89¢
Steinbeck	2	x		common by Grace Bros., rare by Maier.
Steinbeck*	2	x		blue background.
Steinbrau	5	x	x	same design as current.
Steinbrau Draft	3	x		much rarer.
Supreme Pilsner	2		x	also known as Pilsner Supreme.
Super X	2	x		short lived brand.
Swinger Malt Liq.	4	x		sold mostly in Bakersfield, Ca.
Swinger Malt Liq.	1	x		blue trim, pictured in Bible.
Tahoe	2	x		a real beauty.
Value Line	5	x		store brand, various Markets.
Value Line Stout	1		x	16 oz. only.
Velvet Glow	5	x	x	store brand Mayfair Markets.
Weiss Bavarian	5	x	x	store brand Save-On Drug Stores, one with "flavor" on front, one without.
Zodys	1	x		store brand Zody's dept. store.

\*Rolled flat or test can, may not have been marketed.

RATING: All cans are rated 1-5, 1 being the most difficult to acquire. This rating is based on rarity as well as supply and demand, and is the opinion of myself and four other collectors who specialize in Maier cans. Feel free to disagree with any of our ratings.

This list includes all brands and major label or color changes of these brands. Minor variations are not listed, but may be noted in the comments section.



Three paper label test cans were produced for Maier by National Can Co.



Maier gallons.

*Produced During 1963*

## National Boh Transition Can Truly Unique

There is an interesting story behind what is commonly referred to as the National Boh transition can (Bible #1907; BCU 97/8 and 97/10). According to the *Capitol City Chapter Newsletter*, this can was produced in both steel and aluminum.

The steel cans were distributed from Baltimore and Miami, while the aluminum cans were manufactured solely as test cans and had limited distribution in Virginia.

Since the cans were manufactured and distributed in 1963, the majority came out as tab tops, with some of the steel cans found as flat tops. These latter cans were undoubtedly issued due to the unavailability of the tab lids at time of filling. They are not earlier versions of the tab top can.

The version distributed in Miami had slightly different wording than the Baltimore transition can. The Miami

can stated "to be produced for 60 days," while the Baltimore can claimed "to be produced for a limited time." It is generally believed that the National Brewing Co. ordered enough cans from American Can Co. and Reynolds Aluminum with this design to accommodate their estimated two-month demand for their product.

The steel version out of Baltimore would be the most predominate of the three cans, followed by the Miami can, with the aluminum Virginia can a distant third.

From a local dumper's viewpoint, you will undoubtedly find many more of the Baltimore steel tab than either the Baltimore steel flat top or the Virginia aluminum can. Due to the materials involved, the aluminum cans can be found in better grade than the steel can. Very few of the Miami

versions have made it to our area. This is more readily attributed to lack of dumping enthusiasm in the Florida area, plus nature's harsh effects upon cans from that area, rather than lack of interest in the can.

Most of the transitions that are dumped prove to be disappointing when cleaned due to the thin paint used on this can. The red is generally faded on either the message side or on the chevron and the white on the chevron side tends toward gray "spotting" rather easily. The silver trim around the chevron and rim is generally faded or spotty.

We wish to offer a belated thanks to the National Brewing Co. for producing a completely original and unique can. Even now collectors recognize the dissimilarity between this can and all others on their shelves.



# Paper Label Composite Updated for 1981

Compiled by Jim McCoy #136  
Photos by Lew Cady #98

This is the second annual update to the souvenir paper labels composite list. The two previous lists can be found in the Jan.-Feb., 1979 and Mar.-Apr., 1980 issues of the BCCA News Report.

If your label has not been included here or in past lists, send one to my attention and I'll make certain that it is part of the next update.

Something new has been added to this year's listings — plastic wrap labels. Rather than starting a new type of composite, I've included a few labels that are printed on clear plastic stock. I'm sure we'll see more of these in the future, but paper labels should account for the majority of souvenir labels issued in the foreseeable future.

Thanks go out to the following members who contributed to this year's update: Jim Demmeka (19447), David Saffer (14899), Ron Moermond (224), Marie Lillie (2590), Bill Heichel (3635), Eddie Ritchey (21595), Gale Lueck (18637), Bud Epler (10979),

Dave Steck (4823), Ernie Haist (55), Rod MacDonald (15509), Doug Perry (16837), Louise Durbin (859), Randy Rolf (15356), John Shemorry (13806), Leonard Dicker (9598), Lee Ecola (17169), Mike Fish (12688), Anthony Boccardo (20108), Bill Henderson (73), Bill Luers (10523), Ralph Whicher III (9598), Jack Kerr (10964), Mike de Avila (20709), Walter Herget (8900), Bob Vierkant (11214), Jerry Hyatt (8569), Walter Hintz (85), John Paul (42), John Fredrickson (4966), Martin Landey (78), John Vetter (369), Lou Kovarik (77), George Hackney (21797), Lew Cady (98), Steve Pawlowski (1168), John Judnich (10701), Mark Osiecki (21750), and Charles Powell (9876).

## CHAPTER CANS

103. Cape Cod — Commemorates their 1st annual Mini Convention held at Chicopee, MA, April 25 & 26, 1980.

104. Cascade — Issued to promote Oregon as a future Convention site in 1988.

105. Chesapeake Bay — Commemorates their 4th annual Big Assawoman (a bay between Ocean City, MD and the mainland) trade session held in Ocean City, Feb. 6-8, 1981.

106. Galloneers — Given to members who collect gallon cans. Backside of can lists the 1978-79 officers of the chapter.

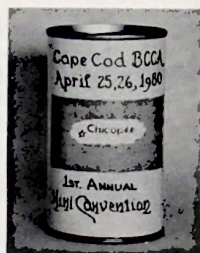
107. Garden State — Commemorates Super Swap V, the chapter's fifth annual trade session held April 12, 1980 in Princeton, NJ.

108. Garden State — Given to members and guests who participated in the 3rd annual Garden State Chapter Bar Tour held Dec. 6, 1980.

109. Gateway — Salutes the BCCA on its 10th birthday at Convention X.

110. Grand Prize — Commemorates

*Continued on page 10*



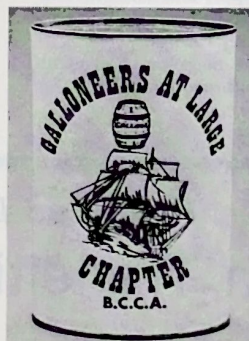
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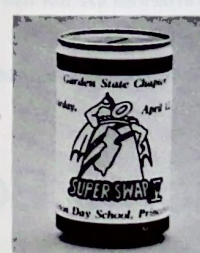
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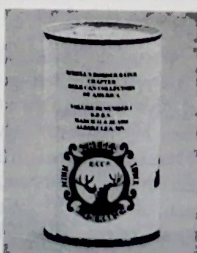
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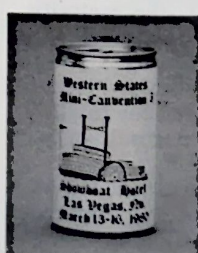
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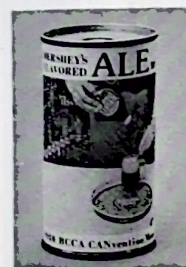
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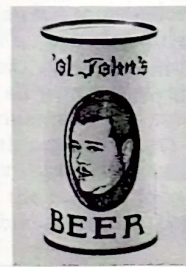
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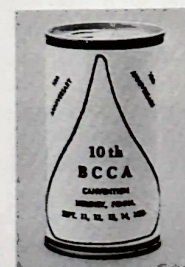
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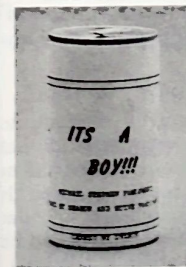
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## Paper Label Update

Continued from page 8

ates their 2nd annual extravaganza held June 1, 1980 at Gilley's in Pasadena, Texas.

111. **Hawkeye** — Issued at Convention X to promote Cedar Rapids, IA as the site for the 1984 Convention. The can must have worked because they were successful in winning their bid.

112. **Johnny Appleseed** — Issued to promote their 6th annual "Where in the hell is Loudonville, Ohio?" trade session held August 10, 1980.

113. **Keystone** — Issued to invite BCCA members to attend the 10th Convention in Hershey, PA.

114. **Knickerbocker** — Charter can to commemorate the founding of the chapter in November, 1976. Plastic wrap label.

115. **Knickerbocker** — Issued to commemorate the 2nd annual Pic-Knick & Swap held August 4, 1979, in Freeport, Long Island, NY. Plastic wrap label.

116. **Queen City** — Commemorates the 4th annual Mini-Convention held in Cincinnati, OH, March 14-16, 1980.

117. **Schell's Border Batch** — Commemorates their March 21 & 22, 1980, trade session in Albert Lea, MN.

118. **Sierra** — Commemorates the 5th annual Western States Mini-Convention held at the Showboat Hotel in Las Vegas, NV, March 13-16, 1980.

119. **Sierra** — Handed out at the Western States Mini-Convention.

120. **Southern Tier** — Commemorates the 5th annual trade session held May 19 & 20, 1979, in Deposit, NY.

121. **Southern Tier** — Commemorates the 6th annual trade session held May 17 & 18, 1980, in Deposit, NY.

122. **Southern Tier** — Salutes Convention X held in Hershey, PA.

123. **Tontine** — Issued to chapter members at Convention X in Hershey, PA.

124. **Yankee** — Chapter can.

125. **Bluff City/Gateway/Valley of Flowers/Van Dyke** — Commemorates their jointly sponsored Swap-A-Rama held June 22-24, 1979, in St. Louis, MO.

126. **Star Model/Windy City** — Cone top version of their commemorative can saluting the Midwest Mini Convention held March 27 & 28, 1976.

### MEMBER CANS

127. **Boccardo, Anthony "Butch"** (20108) — Butch's Beer, "A Gem of a Brew."

128. **de Avila, Mike** (20709) — Mike de Avila's Special Blend.

129. **Demmeke, Jim** (19447) — Jim's Brew.

130. **Ecola, Lee** (17169) — Lee's

3000-Brau, commemorating the 3,000th addition to his can collection.

131. **Ecola, Lee** (17169) — Rust Judge by Lee, Oldest Stock Ale.

132. **Ecola, Lee** (17169) — Hershey's Flavored Ale by Lee, a memento of the 1980 BCCA Convention.

133. **Epler, Bud** (10979) — T.M.I. Ale made with mineral-rich Susquehanna River water. Of course, T.M.I. stands for Three Mile Island.

134. **Fredrickson, John** (4966) — ol John's Beer.

135. **Hackney, George** (21797) Ger's Beer, Exclusive Hackney Brau.

136. **Haist, Ernie** (55) — Ernies "Super" Beer, brewed especially for Ernie Haist, "The Dirty Old Man."

137. **Haist, Ernie** (55) — Merry Xmas-Happy New Year can.

138. **Hintz, Walter** (85) — Salutes Walt's 75th birthday, July 27, 1980.

139. **Judnich, John** (10701) — Detroit's finest beer.

140. **Kerr, Jack** (10964) — Dr. J.H. Watson's "Stout" — Aged in Scotland's Bogs and filtered through peat. Third label in the series.

141. **Landey, Martin** (78) — Billingsgate — The best bloody Ale in the whole bleeding world!

142. **Osiecki, Mark** (21750) — Punk beer.

143. **Paul, John** (42) — 1979 Convention can.

144. **Paul, John** (42) — 6th annual Ohio Summer Convention held in Dayton, OH, July 11-13, 1980.

145. **Paul, John** (42) — 1980 Convention can.

146. **Pawlowski, Steve** (1168) — Birth announcement for Steve and Sharon Pawlowski's son, Michael, born Oct. 30, 1979.

147. **Perry, Doug** (16837)/McEvoy, Denny (20257) — Commemorates Convention 10.

148. **Powell, Charles** (9876) — Detroit's finest beer.

149. **Powell, Charles** (9876) — Detroit's finest beer.

150. **Ritchey, Eddie** (21595) — Oakdale Beer.

151. **Rolf, Randy** (15356) — Lump Lager — "The beer with a burp in every slurp." Presented to Randy's cousin (Paul Rowan) for Christmas, 1979.

152. **Vetter, John** (369) — Khomaniac Lager Beer-Ayatollah You It Was Good. Plastic wrap label.

### OTHER

153. **Brew 747** — Used as a promotional can on United Airlines 747 flights. Each can has a novelty gift inside.

154. **Elkins Beer** — This paper label can was used in a December, 1972, episode of the defunct TV series, Owen Marshall Counselor at Law.

## — THE RIP OFF —

By Leo J. Massei #17689

Has it happened to you yet? If you do any trading through the mail, chances are it will. You ask, "What is he talking about?" I call it "The Rip-off."

You read an ad that suggests a Pot Luck Trade or someone answers your ad, presumably interested in what you have to trade. You realize you may be taking a chance. You have to assume the trader is probably a collector just like you seeking new cans to add to his collection. You also have to assume his honesty matches yours or other collectors you have traded with.

So you pack up some of your cans and trek off to U.P.S. or the post-office. You send your trade off as quickly as possible, eagerly awaiting your return trade.

Then you wait, and wait, — and wait. You wait a month (already too long). You send a post card and you wait some more. Eventually, that little voice in the back of your head gets louder and louder, saying "forget it sucker, you've been ripped off!"

Not so long ago, you never worried about sending off a can. It never occurred to you the trader in the other state or the other town might not be an honest collector such as you. But now you begin to realize that unless you know who you are trading with, you may be taking a chance.

It's sad because the "Rip-off artist," for the sake of accruing a few cans becomes known as a thief, a dishonest person. You, personally, don't think any can is worth that.

You never forget the name of the thief who has ripped you off, or his town. There is not too much you can do about it, especially if the trade was half-way across the states. But you try and you contemplate ways to prevent yourself and others from falling again into a bad trade with the artist of "The Rip-fff."

Perhaps if all the publications we collectors are familiar with, would publish a "fair warning list" such as the one put out by the B.C.C.A., we might be able to curb and eventually stop this growing menace.

But we, the collectors, must demand it. If we get ripped-off, it is our responsibility to write the magazine who published the ad. It is up to us to request these "rip-off" artists names be printed. The publishers' concern for our hobby coupled with ours should result in the eventual return of the honest trader (only).



# Foreign brand changes

By Marcella Schinski #3715

It's the start of another year and I'm happy to report I've received a great deal of news and cans from friends of old and new friends too. I'm looking forward to another year of working with the following friends: Arne Soderlund (20280), Leonard Dicker (9598), Don Kurtz (891), Dennis Drew (11565), Chris McGinnis (21026), Jim Mehl (2879), Dave Finney (9170), Ross Griswold (13812), Gary Crossen (8068), Pincus Jaspert (2295), Grant Peelor (6680), Mick Stevens (5830), Frank Constable (11187), Christer Loow (11743), Rick Saa (10450), Horst Salewski, Christer Idstrom (5179), and Jeremy Tillcock (19054).

**AMSTEL BEER/Athenean/Greece.** White, 330 grams straight/steel can with red and white center, and trimmed in yellow and white circles, but the white circle has Greek wording as well as Greek wording around the can at the bottom.

**ATLAS CERVEZA LAGER/Nacional/Panama.** Now available in the 10 OZ. FL. size but this can has some color differences from the crimp/steel 12 OZ. FL. can (See July '78, #2). This can has a blue eagle (not black), cream colored ribbons and world globe (not white) and all wording other than for ATLAS in blue (not black). Incidentally this can has the words CERVEZA LAGER on both can faces.

1. **BAIRISCH EXPORT HELL/Kaiser brau/Neuhaus, Pegnitz, Germany.** Green 0,331 can with the colorful logos of five different brands in the white band around the bottom. (One side shown).

**BALBOA TIPO PILSNER/Nacional/Panama.** 10 OZ. FL. size is now available, having the same label as the straight/steel 0,355 litros (See Jan. '79, #3) aluminum and crimp/steel cans.

**BASS EXPORT ALE/Tennent Caledonian/Glasgow, Scotland.** Same gold and black striped 440ml can as the aluminum can reported on in the Nov.-Dec. 1980 column, but the white oval is smaller and positioned differently. The "Keep Scotland Tidy" logo is now white; SERVE COOL now appears at the top and this crimp/steel can has the magnetic checkout code.

2. **BECKER PILSNER/Becker/St. Ingbert, Germany.** Unique 0,331 Aus der Serie "Historische Ballone" (from the series of Historic Balloons) 35 can set. These cans are not numbered nor contain any names, so I hope the following list will be helpful to all of you:

**Picture 2a. Row 1, left to right.** Standing on platform, Flying over platform, Flying over a House, Light. **Row 2, left to right.** Flying over a House, Dark, Dark blue balloon in the air, Light balloon in thin clouds, Light balloon with historic painting. **Row 3, left to right.** Mushroom balloons-single balloon, Mushroom balloons-three balloons, Balloon Groups-3 round balloons, Balloon Groups-5 balloons over old town, Balloon Groups-7 different balloons.

**Picture 2b. Row 1, left to right.** Round balloons with big ship-gondolas-ship with 1 sail, Round balloons with big ship-gondolas-ship with 2 sails + flag, Round balloons with big ship-gondolas-ship with french horn. **Row 2, left to right.** Round balloons with big ship-gondolas-ship with French horn + barrel. Round balloons with big ship-gondolas-ship with french horn + cock, Round balloons with shoe-gondolas-shoe holding on ground, Round balloons with shoe-gondolas-ship flying over ground. **Row 3, left to right.** Round balloons-with small ship-gondolas-ship with 2 men + 2 flags, Round balloons-with small ship-gondolas-ship with 1 man + 2 flags + mast, Round balloons with small ship-gondolas-ship with 2 men + 2 flags + roof, Round balloon with small ship-gondolas-ship with 2 men + 2 flags + rocket, Round balloon with small ship-gondolas-"NENT GREEN LECO".

**Picture 2c. Row 1, left to right.** Round balloons + special gondolas-gondola with 2 duck heads, Round balloons + special gondolas-gondola with 3 wings + 1785-flags. **Row 2, left to right.** Round balloons + special gondolas-gondola with 4 wings + 1 flag, Round balloons + special gondolas-double balloon with house-gondola, Round balloons + special gondolas-Basket-gondola with 1 man + 1 flag, Round balloons + special gondolas-log-cabin gondola under umbrella.

**Row 3, left to right.** Flat cheese balloons-big gondola with 3 men + 3 flags, Flat cheese balloons-small gondola with 3 men + 2 umbrellas, Special balloons-Zeppelin with horseman, Special balloons-flower-balloon in round clouds, Special balloons-"Becker Pilsner" balloon.

3. **CASTLE LAGER/South African/Johannesburg, South Africa.** 340ml can for CRODA, a firm in Durban (SA) (PTY) Ltd. — who manufacture ink coatings and chemicals and who are putting on an exhibition in London, England and taking their own beer with them. (English/Afrikaanse on both sides).

4. **CASTROL FORMULA-X/South African/Johannesburg, South Africa.** English on one side and Afrikans (shown) on the other of this 340ml oil promotion can.

5. **CLAUSEN CERVEZA EXPORT/ Bavaria / Santa Maria, Colombia.** Gold, 355ml can, with black vertical lines, with 2 lions holding a red crest on a gold shield. (National and brewer pride since 1889). At the bottom of the can are the words Beer Bier Birra Biere on one side and Bavaria Pilsener Beer (shown) on the other. My first can, as well as the first brand for the foreign composite, from this country.

**CLUSS PILS/ Cluss/ Heibronn, Germany.** Pils is now in dull silver, and the contents are now on the side of the can, whereas it used to be on the can front.

6. **COLT 45 AMERICAN MALT LIQUOR / Courage / London, England.** Red, white, and blue, 440ml can. Special Trial Offer — Buy 3 Get 1 Free.

7. **DANISH LIGHT LAGER/ Dansk Interbryg / Copenhagen, Denmark.** Fully fermented lager brewed in Denmark then alcohol reduced by a process unique to Dansk Interbryg, packed by A.G. Barr/ Atherton, England. Copper colored 320ml can with accent colors in red and white, with lettering in black and white.

**DD DRAUGHT BURTON PALE ALE / Ind Coope Limited / London, U.K.** Interlocking D's on this 2.22 litres can, having the usual steins of beer, is the basic change to this label design.

**DIAT PILS LAGER / Holsten for Holsten Dist. / London, England.** Special lid on this 440ml can which contains a golf ball. **FOR A FREE DUNLOP 65 GOLF BALL.** Send 12 ring pulls. (See Sept. '78, #7).

8. **GOLD RING LAGER BEER / Russia.** Unfortunately, I do not read Russian so I'm unable to interpret the words on this red and gold 0,35 can. I'm just delighted to have it in my collection. (Both sides shown).

**GROLSCH LAGER CAT. 1/Grolsche/Groenlo, Holland.** Three maps on this 33 CL can; Amsterdam, Groenlo, and Twente.

**GUINNESS EXPORT STOUT / Brewed in Dublin by Arthur Guinness Son & Co. Ltd/Canned by Guinness Exports Ltd., Liverpool, England for export to JAPAN.** Guinness is Good For You in both English and Japanese at the bottom of the can, plus #7994. (A popular slogan in the 50's). There is Japanese lettering to the right of the can seam on this (340ml) can, which I'm told was issued about 16 months ago. The word Guinness from left to right around





2a



2b



2c



1



3



4



5



the can, and top to bottom; beige oval.

9. **GUINNESS EXTRA STOUT** / Guinness / Brewed in Dublin, Ireland. "If you'd like a L1 voucher to spend on Guinness at the store, collect 18 of the special toucan ring pulls from the small or large cans which carry this offer." Standard cream colored 440ml can with black focal point and red and white accent colors. (Back shown only.)

10. **HANNEN ALT** / Hannen / Mochengladbach, Germany. Complete new design on this 0,331 can; still all gold, with blue and white bands at the top and bottom, the hand logo at the top flanked by pods, leafs, and wheat shafts, and lettering in blue, white and black.

11. **HANSA FINEST TAFEL LAGER** / Hansa / Swakopmund, S.W. Africa. New label on this 340ml all white crimp/steel can.

12. **HENNINGER DIAT PILS** / Brewed in Frankfurt, West Germany / Canned by Courage / London, England. Green and orange 440ml can, strong in alcohol, for diabetics.

**HENNINGER KAISER PILSNER** / Henninger / Frankfurt Main, Germany. I've received mail that a 3.86 can, just like the 41 crimp/steel can in my collection, was available. Black can with Henninger (in red letters) and Kaiser Pilsner (in silver script letters) with NO wording above gold and silver bands at the bottom.

**HERFORDER PILS** / Felsenkeller / Herford, W. Germany. 0,331 same gold can with white rectangle but the gold wording in the blue band, at the bottom, is larger and the ecology logo on the non-seam can side is blue whereas it was red.

**HOFMEISTER LAGER** / Courage / London, U.K. How To Save L1 on Hofmeister Lager; Special offer 440ml can — See 11/78, picture #6, report #7 (printing error). Same label plus the promo offer which is at the top of the can. Offer closes 31 August 1981.

13. **HOLSTEN PILSENER** / Holsten / Hamburg, Germany. Available in the 330ml (shown) and the 500ml sizes having the same label. Gold can with green and white stripes at the top and bottom; a green circle trimmed in white and a red seal atop the circle.

**HOPFENPERLE SPECIAL PILS** / North Country / Hull, England. Brewed in the UK under license from Feldschöschchen Brewery, Rheinfelden, Switzerland. Gold, 440ml can; usual red castle, and ivy leaves plus SWISS LAGER (3 times) and all lettering in green.

14. **HOWSON ALGRAPHY LAGER** / (England). Lager For The 80's — An aqua 33.1 cl can with purple and white accent colors. This can was supplied and printed by Metal Box Limited using Howson-Algraphy Olympic Gold Positive Plates.

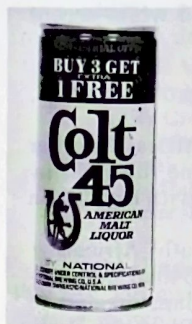
15. **HUMMER GOLDEN PILS** / Hummer / Dingolshausen, W. Germany. Black 0,331 can with a yellow and green oval.

**HUMMER PILS-81** / Hummer / Dingolshausen, W. Germany. 5.0L barrel can with 3 x 5 colorful paper label featuring a horse drawn beer wagon.

16. **IND COOPE DIAMOND EXPORT INDIA PALE ALE** / Ind Coope Scotland Ltd. / Alloa, Scotland. Brand new design on this 440ml all red can, with gold and white ovals and lettering in red and white.

17. **IND COOPE LONG LIFE BEER** / Ind Coope Ltd / London, United Kingdom. First new design in ten years for the 275ml (shown) and 440ml cans; all white with blue circle trimmed in gold and blue. Ind Coope (red) Long Life (white, trimmed with red) in the blue circle with a crest at the top and the hand logo at the bottom. "A Pale Beer of the Finest Export Quality. The First Beer Brewed Expressly For The Can."

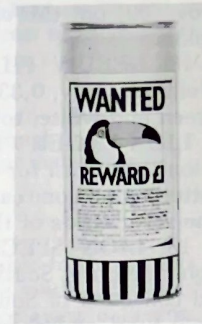
**KARLSBERG PILS** / Karlsberg / Homburg-Saar, Germany. Two sided 0,331 can (like the Feingold-Pils —



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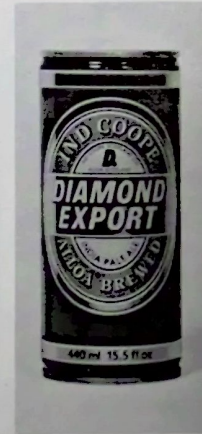
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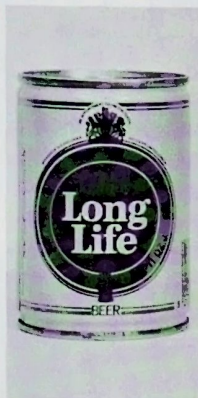


Nov. '80) but this can is blue with gold and white accent colors.

18. **LEEUW PILSENER** / de Leeuw / Valkenburg, Holland. Gray, 0,331 can, with accent colors of red, silver, green and white; totally new label.

**LION LAGER** / South African / South Africa. Another Lion Lager can for export to Israel. This time the Hebrew lettering is on one can face (top and bottom) with English on the reverse side of this 330ml gold can.

19. **LION SPECIAL PILSENER** / South African / Johannesburg, South Africa. Fourteen can, 340ml numbered collection of South African Wildlife studies, created to help fund additional land for the ADDO Elephant Park.



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"The Addo Park was established in 1931 to save the Cape's last 12 Elephants. They now number 102. Some will have to be culled, unless the park is expanded. Thank you for your help in expanding the Addo Park." Can No. 1 is in English whereas all other cans are in Afrikaans. The 16 oz. can "A Voice In The Wilderness Cries For Help" (Threatened elephant cubs prepare to defend their young) is a painting by world-renowned wild life artist, PAUL BOSMAN; will be sold to raise funds for the Addo Elephant. The big can was a promotional item which contained a miniature cigarette lighter. Each liquor store manager or proprietor was given one of these cans to assist in their promotion for the best display whereby they could win a trip to Saint Geran, Mauritius.

So profoundly did South African Breweries and the National Park Board believe that the country would rally as one to the cry of the elephant, that a programme was launched to help this endangered beast. A special beer — Lion Special Pilsener was sold throughout South Africa for a period of two months and a contribution from the sale was donated to help fund expansion of the Addo Park in the Eastern Cape. For S.A. Breweries no financial gain accrued. To raise money, S.A. Breweries with Metal Box donated one cent from the sale of every Lion Special Pilsener during September and October, 1980 the period of the beer's availability. The target was R76000 (approximately \$100,000 U.S.) had been realized; quite a substantial sum for a small country. I've noted the differences of this set, as compared to the Lion Lager set (Mar.-April, 1980 cover) which was exported to Australia, Germany, and the U.S. \*Not shown for explanation given.

- \* 1. Elephant (No. 2)
- \* 2. Springbok (No. 6)
- \* 3. Lion (Different)
- \* 4. Bobbejaan (New)
- \* 5. Zebra (Dif. No. 8)
- \* 6. Kameelperd (Opp. view No. 13)
- \* 7. Leopard (Same view but closer than No. 3)
- \* 8. Vlakvark (Warthog) (New)
- \* 9. Buffalo (New)
- \* 10. Wit Renoster (Rhino) (Same No. 14)
- \* 11. Kudu (Dif. No. 11)
- \* 12. Wildebees (Dif. No. 7)
- \* 13. Sable Antelope (New)
- \* 14. Seekoei (Hippo) (Dif. No. 9)



19



**LOWENBRAU MUNCHEN SPECIAL** / Lowenbrau / Munich, Germany. Still the same light blue 33,0 can with dark blue, gold, and white accent colors. But this can is a two sided can with Hebrew lettering for export to Israel.

**20. METAL BOX** / Daniel Thwaites / Blackburn, England. Silver jubilee commemorative ensemble produced to celebrate the 25th anniversary (in July 1980) of production of open-top beer cans at the Leicester Metal Box factory. A quite outstanding set of six cans that were filled (and say so) with a Specially Brewed Pale Ale. On the front, of the silver 440ml cans is the coat of arms of the City of Leicester (in red and yellow). On the back of each can is a different black and silver reproduction of a graphic design of part of Leicester City or county;

Jewry Wall and St. Nicholas Church  
Oakham Castle and Courtroom  
Rupert's Gateway, Leicester  
The Windmill, Kibworth  
Town Hall Square, Leicester  
Tudor Gateway, Leicester

Also part of the set is eight metal coasters also decorated with graphic designs;

Abbey Ruins, Leicester  
Belgrave Hall, Leicester  
Belvoir Castle  
Newarke Bridge, Leicester  
Old John, Bradgate Park  
Ruins of Bradgate House  
St. Mary's Church, Melton Mowbray  
Tudor Gateway, Leicester

In addition is a really fine metal beer tray, with still six more graphic designs (and the coat of arms in the center);

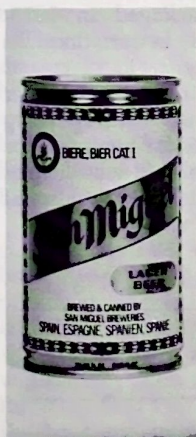
Butler Cross and Stock, Oakham  
Butler Cross, Mountsorrel  
Old Grammar School, Market Harborough  
Rupert's Gateway, Leicester (diff. scene than on can)  
Town Hall Clock, Leicester  
Ulverscroft Priory

I'm told this has not been nor is available to the public. I've also had mail stating 25,000 sets were made. (Publicity picture shown). This set has something for every collector.

**METAL BOX COMPANY DINNER** / (South African) / (Durban-Main Tin Plant, South Africa). Issued for their 1979 dinner-dance which was held at the Royal Hotel in Durban. A plain brown and cream colored (340ml) can with no design, but a greeting on one side "The Management and Staff of METAL BOX have pleasure in welcoming you and your partner to our Annual Dinner Dance. We also take this opportunity to wish you a happy and enjoyable evening."

On the reverse side is the menu; "Herman our continental chef welcomes you to a Royal Buffet and recommends; SMOKED BARRACUDA or SMOKED SALMON from the many fish dishes. PICKLED SILVERSIDE (small fishes or minnows) from the specially prepared cold dishes. Your choice from 12 delicious salads. Round off with CREAM CARAMEL or one of the many other sweets." (The cans did contain beer from the brewery).

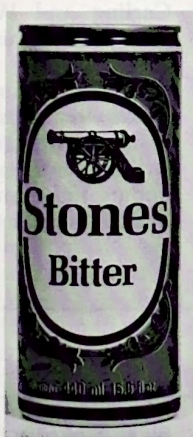
**21. NORRLAND EXPORT 01 III/ Warby/ (Sweden).** Duplicate design of Guld 01 II (Nov.-Dec. 1980) but this 45cl can has more distinct lettering (red). Mail that I received informed me that the beer can had it's 25th anniversary in Sweden, this past October, 1980.



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22. **PADERBORNER** / Paderborner / Germany. A pirate astride a soaring cannonball on the face of a large, foaming glass of beer comprises the label of the 033 LITER can.

**PATRIZIER POCULATOR** / Patrizier / Nurnberg, Germany. Looks like the Export can with a change of colors. This 0,33l can is primarily rose colored with a cream elongated rectangle which still contains the crowned P logo.

23. **PRESIDENTE CERVEZA TIPO PILSENER** / Nacional Dominicana / Santo Domingo, Republica Dominicana. My first can from the Dominican Republic. A golden tan, Cotenido Neto 296 C.C. can, with accent colors of red, white, purple, and black.

24. **RISINGSBO OLET FRAN BERGSLAGEN KLASS II** / Risingsbo / (Sweden). Beautiful metallic blue 45cl can with a babbling brook as the focal point.

**SAFeway TRADITIONAL BITTER** / for Safeway / Aylesford, Kent, England. Available now in the 440ml size; russet/brown colors. (Like Jan. '80, #16.)

25. **SAN MIGUEL LAGER BEER, BIÈRE, BIER CAT.** 1/ San Miguel / Lerida, Spain. San Miguel Especial Pilsener Cristal is the wording on the other side of this 33 CL. white can with accent colors of red, black and gold.

26. **SOUTHWARK BITTER BEER** / South Australian / Adelaide, S. Australia. Standard front on this 370ml can, commemorating HENLEY ON TODD — THE CAMEL CUP — ALICE SPRINGS AUGUST 1980. (Back shown only).

**STARBOCK EXPORT III BEER** / Till / (Sweden). Unusual 45cl can in that one side is all white, whereas the other side is all gold (like the Till Export III Beer — blue and white) except this can has Swedish on both sides in the rectangle. There is English, though, at the bottom, on one side of the can. Detailed goats head, at the top, is the focal point of this can. (Like Special Bock Special II Beer).

27. **STONES BITTER** / Bass Limited / Burton On Trent, England. 440ml new issue test can. Orange with a large white oval which contains a cannon.

**TENNENT'S T BEER: BIÈRE** / Tennent Caledonian / Glasgow, Scotland. Issued, November 11, 1980 in Owen Sound, Ontario, Canada. Same label on this 341ml can but it's light and dark blue with French and English wording.

28. **TENNENT'S T LAGER** / Tennent Caledonian / Glasgow, Scotland. Free poster offer, 440ml picture paper

label promotion can. Standard can front — 2 glasses beer, but on the back is featured four girls; one wearing a "wet" suit, one wearing tennis gear, one in jogging clothes, and one fitted out to go skiing all set against a mixed background of dawn at the sea and daylight on the hills. (I saw this can at Can-vention X in Hershey, PA.)

**THREE TOWNS LATTOL 01 I** / Pripps / 3 cities, (Sweden). Silver, 45cl can, with a city scape across the bottom in black. (See Nov.-Dec. '79, #22-Beer 01 II) for can design; also the same as Starkol 01 III — Sept. '80).

**WATNEYS BROWN ALE/WATNEYS PALE ALE** / Watneys / London, Great Britain. Special promotion lids on both the 275 & 440ml cans; "Please send 12 Ring Pulls and SAE For Free 50p Book Token." (Offer closes 30/1/81 Subject To Availability — Open to Age 18 And Over — Only 8 Tokens Per Household.) Naturally there is an open book on the lid of the can. (See Sept. '80, #21 for the can design).

29. **WATNEYS CREAM LABEL STOUT** / Watneys. Mortlake Brwy./London, Great Britain. 275ml black can, with a cream colored label (having a bent corner) and the red barrel "logo" at the top. New design; quite plain; but I like it better than its predecessor.

**WEBSTER'S GREEN LABEL DRAUGHT BEER** / Webster / Halifax, England. An outstanding new design on this 2.22 litres can featuring a fox hunting scene.

**WEST END XXX EXPORT BEER** / South Australian / Adelaide, South Australia. The America's Cup Challenge 1980. (See Nov.-Dec. '80, #25). Imported by International Beverages Pty. Ltd., Los Angeles, Calif. This brand really gets around in the U.S. doesn't it.

30. **WILLIE WURST WUNDERBRAU** / T & R Theakston for Willie Wurst Inns/Masham, England. 250ml plastic beer can similar to the "Tubbypacks" in which Carling and Worthington E were packaged in 1975. Fortunately this plastic beer can sits better than its predecessors.

A few additional lines in this column to thank Christer Loow who helps me all throughout the year with updating of the Scandanavian brands, Dennis Drew for his assistance with the Botswana cans, and Richard Dolphin who helped update the brands of the United Kingdom. My personal thanks for your time and consideration.

## Book review

By Dennis Gordon #520

**The U.S. Beer Coaster Guide, Vol. 1**

By Thomas Byrne

Available from the author at

P.O. Box 173

E. Hanover, N.J. 07936

\$7.95 plus \$1, postage and handling

"For the most part, beer coasters are just like beer cans. The main difference is that they don't rust and will not draw applause from the corners of a beer show when you drop a box of them."

When you are drinking from your favorite beer can, what do you rest the can on so as not to mar the table or bar at which you are sitting? A coaster, of course!

The range of beer coasters is probably wider than that of cans and the book offers a lot of interesting material on

them. Chapter titles sound like something from a book on beer cans, which is reasonable since cans and coasters have much in common.

Following the introduction are six brief chapters, covering such things as how to acquire, display and restore coasters. There is also a chapter on grading them, using a grade one to five scale similar to that used for cans.

The heart of the book is, of course, the fine photos of 1,152 American coasters. They are shown 24 to a page, arranged in alphabetical order by brand name and indexed separately by location and sub-listed by brewery. All are numbered for easy reference.

Most impressive, perhaps, is the range of style on them which varies from just the brand name of the beer to some rather attractive art work. Some have slogans, poetry, humor, magic tricks, and even songs, which I suspect are meant to be sung while drinking the beer.

One imaginative slogan appeared on a 1940s coaster from Genesee and is now being used by Augsburger (a favorite of mine), "When it pours, it reigns." In the 1930s, Burger had



"Vas You Efer in Zinzinnati?" on theirs, a slogan which appeared on the 1973 BCCA Convention commemorative can.

Of particular interest to can collectors are those coasters having illustrations of cans on them and some are shown in the book. Some show the entire can or even a six-pack of cans and one advertises the "new softop."

It's sort of neat to bridge the gap between cans and coasters and Mr. Byrne, as both a can and coaster collector, has written an excellent reference.

#### "Miniature Beer Bottles and Go-Withs"

By Robert E. Kay

\$12.95, plus \$1 postage and handling (\$2 overseas)

K&K Publishers

216 N. Batavia Ave.

Batavia, Ill. 60510

*"Let's consider a Red Cap Ale can. The information on the can says, 'Brewed and Filled by Carling Brewing Company, Natick, Mass. Plants at Cleveland, Ohio, Belleville, Ill., St. Louis, Mo., Natick, Mass.' Checking the opening and closing dates for Carling . . . we find that their St. Louis brewery was in operation only from 1954-56. Therefore, we can estimate a 1956 date for this can."*

It is truly amazing the products that have been devised by brewers to advertise their beer. There are today, or have been in the last 90 years or so, a wide variety of miniature beer bottles made of various materials, along with other items termed "go-withs." The latter includes metal bottle-shaped openers (probably often used for conetops), colorfully illustrated enamel bottle openers, miniature barrels, and wall hanging match holders.

There are printing dies with beer ads, salt and pepper shakers in the shape of cans, bottles, barrels, etc., beer bottle fish hooks, beer can earrings, and a most impressive array of Hamm's bears. And there are chalk figures holding beer bottles. One has Bartender Joe holding a Gettelman bottle larger than he is, while Lucky Guy stands behind a Blatz bottle of nearly the same height.

The list of colorful items could go on much longer, but cans are our main interest and this is one area in which the book excels. A good number of miniature cans were produced for various purposes and are illustrated in this book. Drewery's, for example, made some 2¾-inch tall cans which were filled with lead shot and used as paperweights, while other such cans were used as banks. A miniature Burgermeister can made about 1953 says, "net contents 12 fluid ounces," while another 3¾-inch can gives its contents as two golf balls!

One can of special interest is a mini Red Cap Ale can with a label substantially different from any "in the books," and leads one to ask if such a label ever appeared on a regular beer can. We may never know for sure, but without this photo we might never have asked. A Buckeye Draft can? Not in Beer Cans Unlimited, the Beer Can Collectors Bible, or the BCCA composite list. But this brand appeared on a cigarette lighter in the shape of a can.

The list seems endless and maybe it is. In more than 160 pages, the author shows about 1,000 items, all of which are professionally photographed.

Especially useful for collectors are indexes by brand name and by geographical origin, and the items are numbered. Dates are frequently given and the introduction contains information that is useful for dating breweriana in general. Of particular usefulness for dating cans are the dates given for the operation of all plants for breweries having more than one plant.

The total contents of the book fall just short of overwhelming, and it is a welcome addition to any beer can collector's library — right next to Beer Cans Unlimited and the Beer Can Collectors Bible.

#### "The California Beer Can List"

By Fred P. Wolpe #7413

82-060 Tahquitz

Indio, Calif. 92201

\$3.00 (includes postage and handling)

*"Is there a Golden Pilsener like the Becker version by Maier? Did Pabst ever brew Red, White & Blue in L.A.?"*

Here is a 64-page list of beer cans from California, a state with a nice variety of colorful cans. Information given consists of brand name, location, type of can (conetop, flat top or pull top), size of can, whether it has "IRTP" or opening instructions, and the colors of the can. Reference numbers are given for each can — a number assigned by the author and, where applicable, a number from the Beer Can Collectors Bible or Beer Cans Unlimited is used.

The cans listed are all 10, 11 and 12-ounce cans known to carry a California location on the label, although there were many cans produced in that state that were not so identified. Since only one 10-ounce can is known from California, the list is essentially that of 11 and 12-ounce cans. (A listing of other size cans is now being completed and should be available soon.)

Accuracy should be guaranteed since about 85 per cent of these cans are in the author's collection, with the remainder being listed from personal observation and the word of other reliable collectors. As examples of the detail present are the inclusion of 99 different Lucky cans and 69 from Burgermeister. Can anyone beat that?

Also present are a brief introductory article of explanation, notes on different slogans, etc., and some speculations and rumors.

In the words of Mr. Wolpe, "I hope that this composite is of interest to others. I found it very interesting and challenging to construct." I'm sure it was.

#### RECORD REVIEW

##### "Beer Can Widowed Wife"

By Nona Vierkant #11412½

With Doug Neste and Mark Schuck on guitars

Envy Records (N.V. Get it?)

\$1.50, including postage and handling; 25¢ from the sale of each record goes to the Schell's Border Batch BCCA chapter. Available from Nona Vierkant, Rt. 1, Box 261, Glenville, MN 56036.

*"When we're driving in the car and he spots a local bar,  
He checks the off-sale beer, buying cans both strange and  
queer.*

*We don't pull the usual tab, we open the bottom with a  
stab."*

Composed while Bob Vierkant #11412 was out dumping for rare cans and recorded in a studio normally used for religious music, this song is certainly appropriate for us. Her vocals are quite good and she sings in a mild pop country-western style accompanied by two guitars. The tune is catchy with memorable lyrics and an easily learned chorus.

We may have here our BCCA anthem; I can hear it already at next year's Convention — rousing and occasionally sober choruses of ". . . old beer cans, new beer cans, beer cans all over the house . . ."



# Brand changes

By Jim McCoy #136  
Photos by Lew Cady #98

As 1980 rapidly draws to a close (as of this writing), I'd like to offer my sincere thanks to all of you who have taken both the time and effort to keep me posted on the new brands and design changes that have come along this past year. Without your contributions this column would not exist. So, thanks for a job well done!

**GREMLIN TIME AGAIN.** Two corrections should be made on number assignments. The number appearing at the end of the description for ZING NEAR BEER (can 49 in the Sept.-Oct. '80 issue) should have been HMN 106, not 105. The number assigned to BURGERMEISTER BEER (can 7 in the Jul.-Aug. '80 issue) had been previously assigned to another can. The new number for this can should be BW 33. Thanks to Carl Roehr (19706) and Jim Mehl (2879) for calling these mistakes to my attention.

The cans and information appearing in this issue's column were submitted by the following members: Gordy Durocher (13307), Charlie Craibe (7082), Jim Plummer (6649), Clint Leonhardt (1653), Louise Durbin (859), Jack Kerr (10964), Chuck Nekvasil (525), Doug Halsey (13852), Al Kilburn (16207), Jim Mehl (2879), Marcia (460) & Paul (6460) Sticht, Oscar Mehl (2573), Larry Harris (17911), Walt Wimer, Jr. (13267), Jeff Powers (21754), Jay Herbein (353), Paul Belschner (10044), George Prince (12223), Dick Daniele (13459), John Nutting (10830), Bill Gowen (20693), Rod MacDonald (15509), and Marcella Schinski (3715), and Donald Wampach (7901).

1. **ANOKA HALLOWEEN FESTIVAL BEER** (August Schell) for 1980 is can number three in the series that was started for Anoka Liquor in Anoka, MN. (SL 98)

2. **BALLANTINE DRAFT BEER** (Falstaff) is being marketed again by this brewery. (FA 74)

3. **BEER** (Jos. S. Pickett & Sons) is the latest generic beer to hit the market. Can is quite similar to most other generic cans, but there is a difference in the typeface. (PKT 8).

4. **BEER** (August Schell) is now on the market by this brewery. Are there any breweries left who have not marketed a generic brew? (SL 99)

**BLACK HORSE PREMIUM BEER** (Black Horse), previously shown in the September-October, 1979, NEWS REPORT, is finally being marketed — more than one year later after the cans were initially run.

**BUDWEISER BEER** (Anheuser-Busch) has dropped their "LAGER BEER" line and replaced it with "KING OF BEERS." Also, the brewery name is much less prominent now.

5. 12 ounce can (AB 69)

6. 16 ounce can (AB 70)

7. **BURGER LIGHT BEER** (Hudelpohl) is now on the market. (HUD 14)

**CARLING BLACK LABEL BEER** (G. Heileman) has redesigned their 16 ounce can so that it is similar to their current 12 ounce can with the words "Half Quart" added.

**CANS OF THE MONTH CLUB PREMIUM BEER** (Jos. S. Pickett & Sons) has issued a seven can set featuring illustrations of dogs.

8. Chihuahua (pink color) (PKT 9)

9. Doberman Pinscher (blue color) (PKT 10)

10. St. Bernard (blue color) (PKT 11)

11. Labrador Retriever (green color) (PKT 12)

12. Pointer (green color) (PKT 13)

13. Saluki (tan color) (PKT 14)

14. Whippet (tan color) (PKT 15)  
**CASEY'S LAGER BEER** (Valley Forge), mentioned last issue, shown this issue.

15. Duke Snider-Brooklyn Dodgers (can #5 in series) (VF 2)

16. Richie Ashburn-Philadelphia Phillies (can #8 in series) (VF 3)

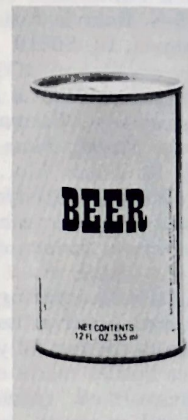
17. Whitey Ford-New York Yankees (can #21 in series) (VF 4)



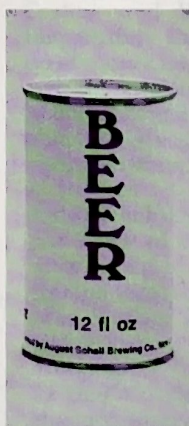
1 (SL 98)



2 (FA 74)



3 (PKT 8)



4 (SL 99)



5 (AB 69)



6 (AB 70)



7 (HUD 14)



8 (PKT 9)



9 (PKT 10)



18. Monte Irvin-New York Giants (can #19 in series) (VF 5)

19. CERVEZA BEER (Falstaff) is the first generic beer marketed for Spanish speaking communities. (FA 75)

20. CHILYMPIAD BEER (Spoetzl) has altered their design slightly for their 1980 can saluting the 11th annual Texas Chili Cook-Off (SPZ 11)

21. COLT 45 MALT LIQUOR (G. Heileman) is now on the market by this brewery with the words "BY NATIONAL" having been dropped. (HMN 109)

22. COLT 45 MALT LIQUOR (Carling National, subsidiary of G. Heileman) has this 16 ounce can on the market without the word STOUT. (CRN 34)

23. COLT 45 MALT LIQUOR (G. Heileman) has this 16 ounce can on the market without the word STOUT. (HMN 110)

24. CYCLONE BEER (Jos. S. Pickett & Sons) is another private label beer being marketed by Steve DeBellis — this one saluting the Iowa State University football team. (PKT 16)

25. CZHILISPIEL PREMIUM BEER (Spoetzl) is now out with their 1980 can, number three in the series. (SPZ 12)

26. G.I. JOE BEER (August Schell) is a private label beer featuring two cartoon panels based on the W.W. II characters, Willie and Joe. (SL 100)

27. GILLEY'S PREMIUM BEER (Spoetzl), mentioned last issue, shown this issue. (SPZ 13)

28. GOETZ BEER (Pearl) has added the U.P.C. code to their can and altered the arrangement of their brewery location information. (PRL 73)

GOETZ MALT BEVERAGE NEAR BEER (Pearl) is in



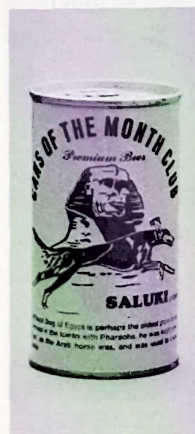
10 (PKT 11)



11 (PKT 12)



12 (PKT 13)



13 (PKT 14)



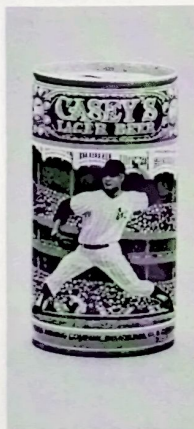
14 (PKT 15)



15 (VF 2)



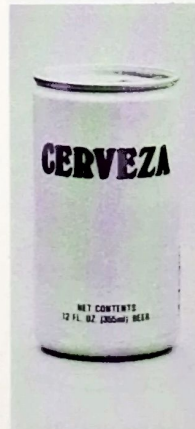
16 (VF 3)



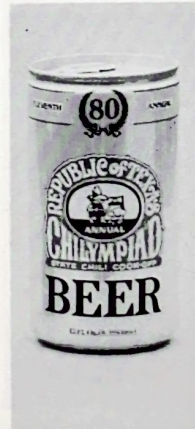
17 (VF 4)



18 (VF 5)



19 (FA 75)



20 (SPZ 11)



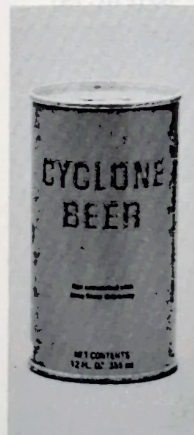
21 (HMN 109)



22 (CRN 34)



23 (HMN 110)



24 (PKT 16)



24 (back)



25 (SPZ 12)



26 (SL 100)





27 (SPZ 13)



28 (PRL 73)



28 (side)



29 (PKT 17)



29 (back)



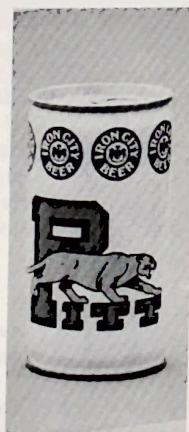
30 (FA 76)



30 (side)



31 (POC 5)



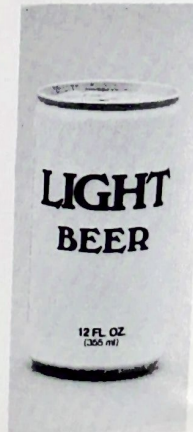
32 (PIT 166)



33 (PRL 74)



34 (PRL 75)



35 (DU 18)



36 (PKT 18)



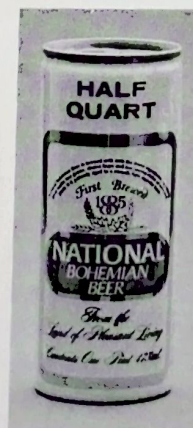
37 (MLR 41)



38 (RY 8)



38 (back)



39 (HMN 111)



40 (PRL 76)

the development stages according to information supplied to me.

**GOETZ PALE NEAR BEER** (Pearl) has a can for export to Arabia with Arabic lettering on one side and English on the other.

29. **HAWKEYE BEER** (Jos. S. Pickett & Sons) is another Steve DeBellis private label beer. This can salutes the University of Iowa football team. (PKT 17)

30. **HOF-BRAU LAGER BEER** (Falstaff) has added the U.P.C. marking to their can. (FA 76)

31. **HOME PILSNER BEER** (Pocono) is now on the market. (POC 5)

32. **IRON CITY BEER** (Pittsburgh) salutes the Pitt Panthers and the years they fielded national championship teams. (PIT 166)

33. **JAX BEER** (Pearl) has redesigned their can. (PRL 74)

34. **JR PREMIUM BEER** (Pearl) owes its existence to the popular TV show "Dallas" and its arch-villain, J.R. Ewing. Touted as "J.R. Ewing's Private Stock," officials of Pearl Brewing say that initial orders for more than 1 million cases are expected in the first few weeks the beer is on the market. Looks like another "Billy" in the making! (PRL 75)

35. **LIGHT BEER** (Du Bois), mentioned in the July-August issue, shown this issue. (DU 18)

36. **LIGHT BEER** (Jos. S. Pickett & Sons) is a 96 calorie generic beer to go along with their regular generic beer mentioned earlier in this column. (PKT 18)

37. **LITE BEER** (Miller) in the 16 ounce can shows the contents as being 0.473 liter. (MLR 41)

38. **MIZZOU BREW** (Royal) is out in a new can for 1980. As was the case with the first three cans issued in 1979, Steve DeBellis is the man behind this series. (RY 8)



39. **NATIONAL BOHEMIAN BEER** (G. Heileman) is now out in a 16 ounce can to match the 12 ounce can that was recently redesigned. (HMN 111)

40. **900 SUPER PREMIUM COUNTRY CLUB MALT LIQUOR** (Pearl) has changed their contents information from 0.355 LITER to 355 ml. (PRL 76)

41. **NINE O FIVE PREMIUM BEER** (Carling National, subsidiary of G. Heileman) now being marketed under these two names. (CRN 35)

42. **OLDE ENGLISH BRAND "800" MALT LIQUOR** (Blitz-Weinhard) has enlarged the size of the lettering for the words BRAND and MALT LIQUOR. Also the contents information has been altered to show 355ML in addition to 12 FL. OZ. (BW 34)

43. **PEARL CREAM ALE** (Pearl) is now out in a 12 ounce aluminum can. (PRL 77)

44. **PILSENER CLUB PREMIUM BEER** (Pearl) has added the U.P.C. marking to their can and moved the contents information to the other side of the can. Also, 355 mL has been added to the contents information. (PRL 78)

45. **PLAIN LABEL BEER** (Falstaff) joins the growing list of generic beers for retailers who want to market a lower cost brew. (FA 77)

**PLAIN LABEL LIGHT BEER** (Falstaff) is also reported to be on the market.

46. **RAZORBACK BEER** (Royal) features the mascot of the University of Arkansas football team, a razorback hog. (RY 9)

47. **REGAL SELECT PREMIUM BEER** (Pearl) is now on the market by this brewery. (PRL 79)

*Continued on page 27*



40 (side)



41 (CRN 35)



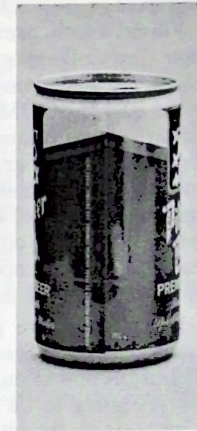
42 (BW 34)



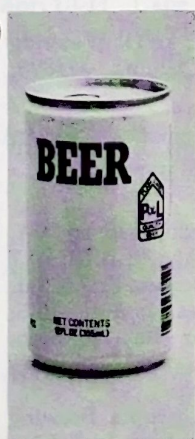
43 (PRL 77)



44 (PRL 78)



44 (side)



45 (FA 77)



46 (RY 9)



47 (PRL 79)



48 (PRL 80)



49 (STG 10)



50 (PRL 81)



51 (HMN 112)



52 (ST 16)



53



54 (KGR 27)



54 (side)



55 (HBR 44)



# Emporium

**HAPPY NEW YEAR !!** Hope y'all had a Merry Christmas, etc. My first report in 1981 on the proposed beer museum has both good and bad news. The bad news is that the property Russo was going to buy for his warehouse and museum was sold out from under him; the good news is that he has his eyes on a bigger and better piece of land. Even though this project is going to take longer than either of us imagined, we think it'll be well worth the wait. Patience, please! If you have any ideas or suggestions, please let us know.

Found another source of publicity for both the BCCA and Beer Can Collecting; the television show P.M. MAGAZINE. Last week they came to our house to film and interview me in the BEER ROOM. Day after tomorrow, I'll be filmed in a dump, a grocery store, a beer distributor (Russo's, of course) and finally in a bar, ordering a beer and opening it on the bottom. It'll be shown locally in December, but the segment may be shown on other PM Magazine shows at different times around the country. If any of y'all see it on your local stations, please drop me a line. I'm curious to see how many (if any!) stations show it.

Janet and I are planning to go to the Capitol City & Richbrau Trade Session in Fredericksburg, VA Feb. 20-22. F'sburg is one of our favorite towns, and the session sounds like it's going to be a good one.

The Beer Of The Issue is J.R. EWING'S PRIVATE STOCK, or JR. Most people I've talked to didn't like it, but I thought it was an excellent beer. It's not as light as Pearl, and has a grainier taste. On a scale of 1 to 10, with Malt Duck being a 1, and Hudepohl being a 10, I give it a 7.

Well, best get at it; hope to see a lot of you in Fredericksburg.

- Jan. 18 **Sangamon Valley**; Springfield, IL, Lincolnland Junior College; Rick Garner, #12218 or Kent Newton, #7100.
- Jan. 22 **5 St. Louis Chapters' combined trade session**; Sponsored by Gateway Chapter; Golf-Moll Post, Brentwood, MO; Doris Taylor, #15175.
- Jan. 25 **Cape Cod**; Tiverton, RI, VFW Hall, Coanicus St.; Ralph Collins, #14826 or Ray Choquette, #19762.
- Jan. 25 **Tidewater-Champale**; Virginia Beach, VA, Little Creek C.P.O. Club, Located 1 Mile W. of Chesapeake Bay Bridge Tunnel, Enter main gate on Shore Dr., (Rt. 60), 10 AM; Richard Revolinsky, #15760.
- Jan. 31 **Sunshine**; Dunedin, FL, Dunedin Community Center, 141 Michigan Blvd., 12 - 4 PM; Bob, #682 and Marcella, #3715, Schinski, Clearwater.
- Feb. 1 **Prison City**; Joliet, IL, American Slovenian Home; Jim Mitchell, #1546, or Bob Scheidt, #8949.
- Feb. 1 **North Star**; OUTDOOR trade session in conjunction with 1981 St. Paul Winter Carnival.

Will be held in White Bear Lake or Maplewood, MN area; Bob Campbell, #1178.

- Feb. 6 **Heart of Illinois**; Peoria Heights, IL, Pabst Brewing Co. Hospitality Room, 6:45 - 11 PM; Bob Mutters, #14431.
- Feb. 6-8 **CHESAPEAKE BAY'S FOURTH BIG ASSA-WOMAN TRADE SESSION**, Ocean City, MD. Resort accommodations at the Sheraton for only \$26 a nite. Fri. & Sat. Nite parties, (rated PG by some). Free Admission to trade; Glenn Adams, #7344, 301/298-0254.
- Feb. 7 **Wes-Tex**; San Angelo, TX; Alex Schwertner, #3094, 915/949-7497.
- Feb. 7 **Grand Prize**; Houston, TX, Hopefully at a Coors Distributor; Rod MacDonald, #15509.
- Feb. 7 **Jersey Shore**; Holmdel, NJ. Saint Benedict's Church, 3RD ANNIVERSARY TRADE; Joe Radman, #6898.
- Feb. 8 **Knickerbocker**; Maspeth, NY, KNOCK, KNOCK FOR KNICKERBOCKER; Ken Kaiser, #3793, 212/238-4513, or John Shemorry, #13806, 212/860-3858.
- Feb. 14 **Cape Cod**; Northampton, MA, Ye Ol Watering Hole, 287 Pleasant St.; Ralph Collins, #14826, or Al Drew, #20518.
- Feb. 15 **Badger Bunch**; Menominee Falls, WI, Orchard Inn, 11 AM - 4 PM; Craig Baumann, #459.
- Feb. 20-22 **Richbrau & Capitol City**; Fredericksburg, VA, Sheraton Inn; 2ND ANNUAL BLUE-GRAPE TRADE SESSION; Hospitality room Fri. & Sat. nites, trading in ballroom Sat. & Sun. 10-5; Robert Fondren, #14138 or Ray Johnson, #10176.
- Feb. 25 **North Star**; St. Paul, MN, Olympia Brewing Company's Rathskellar-In-The-Sky; Jack Johnson, #1213.
- Feb. 28 **Buckeye**; Toledo, OH, Local 14 U.A.W. Hall, 7TH ANNUAL BUCKEYE TRADE SESSION; Dick Adamowicz, #344 or Jerry (future collector of the year) Bocian, #8768.
- Feb. 28 **Gateway Chapter Dance**; Golf-Moll Post, Brentwood, MO; Doris Taylor, #15175.
- Mar. 13-15 **Queen City**; Cincinnati, OH, FIFTH ANNUAL LOCK OF THE IRISH MINI-CANVENTION at the Harley Hotel, 8020 Montgomery Rd., at I-71 & Rts. 22 & 3; Fri. nite hospitality room with FREE BEER, pop, & snacks, trading Sat. 9-4 & Sun. 9-1; Special room rate of \$36 single & \$45 double — Make 'em early! Contact that Great Lady, Louise Durbin, #859, C/O QC Chapter, PO Box 3224, Hamilton, OH 45013.



- Mar. 15 **Cape Cod**; Tiverton, RI, VFW Hall, Coanicut St.; Ralph Collins, #14816 or Ray Choquette, #19762.
- Mar. 20-21 **Schell's Border Batch**; B.B.B.S. Vol. IV, No. 2; Location TBA; Bob Vierkant, #11214.
- Mar. 26-29 Sixth Annual Western States Convention, hosted by the Sierra Chapter at the Showboat Hotel in Las Vegas; All info & reservations, Ray Lyons, #3650.
- Mar. 27-29 **Keystone**; Gettysburg, PA; **SPRING THAW THING**; Bob Heldt, #15323.
- Mar. 28 **Yankee**; Lake George, NY, American Legion Hall, **ANNUAL SPRING TRADE SESSION**; Mike Fish, #12688.
- Mar. 29 **Sangamon Valley**; Decatur, IL; Rick Garner, #12218 or Kent Newton, #7100.
- Apr. 4 Pioneer City presents the 7TH ANNUAL BIG, GIGANTIC ONE, Noon-4 PM at the Ohio National Guard Armory in Beautiful, Downtown Marietta, OH; Professor S. Roger Kirkpatrick, #1583, 614/374-6732 (always a classic).
- Apr. 5 **Grand Prize**; Houston, TX, Memorial Park, Rod MacDonald, #15509.
- Apr. 10-11 **Cape Cod**; Chicopee, MA, 2ND ANNUAL MINI-CANVENTION at the Rodeway Inn; Ralph Collins, #14826 or Ralph Whitcher, #9298.
- Apr. 12 **Badger Bunch**; Kewaskum, WI, **ANNUAL ELECTION OF OFFICERS, FREE BEER AFTER 1 PM Board Meeting**; Amerahahn Hall, 10 AM - 5 PM; Ken Gretzinger, #1380.
- Apr. 26 **Tidewater-Champale**; Virginia Beach, VA; **THIS IS THE BIG ONE!!** Watch for further information; Richard Revolinsky, #15760.
- Apr. 26 **Silver Foam**; Jackson, MI, Moose Lodge, Lansing Ave., **SPRING TRADE**, Take exit 138 off I-94, 10 AM; Dale Fisher, #7771, Stan Waselewski, #7286, or Kraig Layton, #13685.
- Apr. 26 **CANecticut Red Fox**; Waterford, CT, Cohanzie Fire Dept.; Scott Robinson, #21759, 203/628-7486.
- Apr. 26 **Dakota**; Aberdeen, SD, Knights of Columbus Hall, 4TH ANNUAL MINI-CANVENTION; Ed Torigian, #16148, 605/225-2652.
- May 2-10 **Bofferding Chapters 6th Annual European Tour**. Germany, Switzerland. Visit the world's largest BEER Store, Henninger Tower, Lowenbrau Brewery, Castles, Munich BEER Halls, etc.; John Ahrens, #9.
- May 16 **Wes-Tex**; Midland, TX; Ann Semple, #828, 915/683-2059.
- May 16-17 **Southern Tier**; Deposit, NY, 7TH ANNUAL

"TRADING ALL WEEKEND" SESSION; BCCA members & families only — no buying or selling; Marie Lillie, #2590 or Pete Hempstead, #689.

- May 17 **Knickerbocker**; Maspeth, NY, **SPRING BOCK FESTIVAL**; Ken Kaiser, #3793 or John Shemorry, #13806.
- May 17 **Prison City**; Joliet, IL, American Slovenian Home; Jim Mitchell, #1546 or Bob Scheidt, #8949.
- May 23 **Cape Cod**; Northampton, MA, Ye Ol Watering Hole, 287 Pleasant St.; Ralph Collins, #14826 or Al Drew, #20518.
- June 7 **Grand Prize**; Houston, TX, Location TBA, Rod MacDonald, #15509.
- June 13 **Mile Hi**; Central City, CO., 6TH ANNUAL CHILI MAKING & EATING & BEER CAN EMPTYING & TRADING EXPOSITION; Lew Cady, #98.
- June 19-21 3RD ANNUAL SWAP-A-RAMA; Florissant, MO; Chuck Schwend, #16601, 314/831-7868.
- July 10-12 SEVENTH ANNUAL OHIO SUMMER CANVENTION, Dayton, OH; Sponsored by 15 chapters; Bob Kates, #1493.
- July 26 **Prison City**; Joliet, IL, Belmont Athletic Club; Jim Mitchell, #1546 or Bob Scheidt, #8949.
- Aug. 1 **Cowboy**; Cheyenne, WY; **COWBOY CHAPTER TRADE SESSION AND RODENT BUFFET**, High Noon, Exact location to be staked out; Jeffrey Robert Berg, Number seven hundred and ninety nine (799).
- Aug. 7 **MY THIRTIETH BIRTHDAY — THE BIG THREE-OH**.
- Aug. 8 **Knickerbocker**; Cow Meadow Park, Long Island, 4TH ANNUAL PIC-KNICK; Ken Kaiser, #3793, 212/238-4513 or John Shemorry, #13806, 212/860-3858.
- Aug. 16 **Sangamon Valley**; Decatur, IL; Rick Garner, #12218 or Kent Newton, #7100.
- Nov. 1 **Prison City**; Joliet, IL, American Slovenian Home; Jim Mitchell, #1546 or Bob Scheidt, #8949.
- Nov. 1 **Sangamon Valley**; Clinton, IL; John Crawford, #4093.
- Nov. 15 **Knickerbocker**; Maspeth, NY, 5TH ANNIVERSARY TRADE; Ken Kaiser, #3793 or John Shemorry, #13806.

Please send trade session info,  
BEER OF THE ISSUE INFO,  
cans, Labels, etc. to;

Mark C. Ferguson, #5836  
1131 Ralston Ave.  
Barboursville, WV 25504



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## *The Renner Company . . .*

# Youngstown's Second Oldest Industry

By Kevin Clark #19942

The Renner Company, one of two principal brewers in Youngstown, (the other being Crystal Rock) was a small brewery with a colorful and complex history. A good part of the complexity was their name. Without changing ownership, the company had three different names in its history.

Founded in 1884 in Mansfield, the original Renner Brewery was known as The City Brewing Co. After a fire in 1889, the brewery was rebuilt at 203 Pike St. in Youngstown and renamed The Renner Brewing Co. They resumed operations in their new brewery about 1900. Sales went up steadily until 1920, when Prohibition forced them to suspend brewery operations. They remained in business, however, by changing the name to The Renner Realty Co., dealing in real estate for the next 13 years. Renner went back to brewing in 1933, when the Prohibition Act was amended to permit the manufacture of beer and wine.

Shortly afterward, Renner changed its name again. There seems to have been some confusion between The Renner Brewing Co. in Youngstown and The Geo. Renner Brewing Co. in Akron. Although there was no family connection between the two, it did cause difficulty. Supposedly, Renner

changed its name from The Renner Brewing Company to The Renner Company, because of this confusion, however, no proof could be found to verify this.

Meanwhile, during the last name change, Renner did brew beer. Until the early forties, unfortunately for collectors, all their products were bottled. Around 1942-43, however, all that changed. Renner went to cans, but not with their name brand — they first tried Grossvater, Clipper Pilsener, and Old Bavaria in cans, and shortly after added Renner Premium and Golden Amber. These cans were conetops, which they used until the early sixties.

In 1947, with sales on the upswing, Renner President G.J. Meyer announced a \$250,000 expansion program, which brought a new garage case house and new equipment and machinery to the brewery. Renner had made \$111,000 in improvements the year before, to completely convert the brewery to canning.

Unfortunately, the expansion was a little premature. In 1948, the year after Renner expanded, the company showed a net loss for the year. The president, Meyer, was asked to resign; he was replaced by a fourth generation Renner — Robert J. Renner, son of the

past president and chairman of the board, E.A. Renner, and great-grandson of the founder (name unknown).

But the change of management — the elevation of Robert Renner — came too late to save the business. Sales fell steadily lower. Financial trouble and a few law suits against the state and two construction companies all contributed to the decline. A minor rise in sales only prolonged the death of this once-great brewery.

The Renner Company remained stable, but on shaky ground through the fifties. It was even high enough above water to order a \$1,000,000 expansion in 1961 to switch to flat top cans. But it was just too late to save the brewery.

In November, 1962, The Renner Company arranged with The Old Crown Brewing Corp. of Fort Wayne, Indiana, stating that "The depressed financial state of the immediate distribution area and because of an insurmountable competition of large national breweries." Under the terms of the agreement, Old Crown would brew the beer, but Renner's name would appear on the can. Old Crown carried the Renner brands until they themselves closed in the early seventies. This was the last time Renner was on the market.

The Pike Street Brewery was closed when Renner signed with Old Crown and put up for sale. It remained vacant and unsold until Sept. 1963, when it was sold for \$35,000 to a group of investors who planned to do warehousing and light manufacturing in the building. For some reason, their plan never came about and the building was abandoned.

In October, 1978, a fire destroyed the building. Sadly, what began as a home brewery in Mansfield, then grew into the second oldest industry in Youngstown, died and turned to ashes.

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## Meeting of the board

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### October Highlights

- The last number issued was 22,430. We have 9,279 active members.
- The Fort Pitt Chapter has requested to be reactivated. A motion was made to readmit the chapter. Passed by a voice vote.
- Supplies: Dave Ohlendorf reports that \$2,319 was made through the sale of supplies at Convention X. He also said that prices have been reduced on some items, mainly can

holders, 1 for \$3 or 2 for \$5; and stationery stickers, 200 for \$2.

- Convention: Ron Jones, Convention Chairman, announced that the dates for Convention XI in Chicago are Sept. 10-13, 1981.

### November Highlights

- The last number issued was 22,575. We have 9,424 active members.
- Chapter Report: 33 chapter renewals have been received. Chapter No. 110 has been accepted for membership: Double Trouble and/or 32 Full. This is an at-large chapter for quart cone top collectors.



# Did you know?

By LeRoy Blake #17899

Well, 1981 is upon us. I'm looking forward to all those new finds and variations I hope will come. I know we will be treated to un-countable works of art — disguised as beer cans. I'm afraid, my friends, that beer can collecting is going the way of stamps and coins. Nuff said.

If you read this column and notice who sends me the most tidbits, you will see that only 1/4 of 1% of our membership care enough to help the rest. I thank you all, for your help and interest. You know who you are.

I sure hope things work out so we can have a monthly *News Report*. Then I could get that many more variations to you. Such things as all the MILLER, SCHLITZ, BLACK LABEL, etc. that are stacked upon my desk. Look for a column soon with nothing but national brands.

Here goes . . .

**BALLANTINE ALE** (BCU 45/22, Bible 135) Joe Formanek #21886. Look close on this one guys (and girls). Joe says the "Brewers Gold" logo on this can is found in two positions. #1 as shown in both the BCU & Bible. The lower corner points at the dash mark between ale and ounces. #2 points at the word ale, and is without the little ® mark.

**BALLANTINE EXTRA FINE BEER** (BCU, 45/38, Bible 141) John Armentrout #18802. John has good eyes too. Can #1 as pictured, has © 1951 at the bottom of the oval surrounding the logo, which is dark green. Can #2 has only the © in a dark brown oval, with no date.

**BUSCH** (BCU 54/24) Brad Flinders #10435 has two versions of this one. #1 as shown in the BCU, without contents on front. #2 has "contents 12 fl. oz." on the front near the bottom. And both are flats. PS to Brad — I think you are correct about the OLD GOLD. I'm going back this spring to find another one . . . I hope.

**EDELWEISS** (current by Huber) Steve Tracy #21248 has a version of this can that is metallic silver, where it should be white. Steve (and I) wonder if this is a true variation or one that just missed it's paint job? If you've seen any of these, let Steve or myself know. Thanks.

**GLUEKS BEER** (sim. BCU 25/11) Joe Formanek #21886, another one from Joe. This conetop is quite different from the BCU. All lettering, including Glueks, is in dark blue. All the background is metallic gold (electroplate). The can is a low profile cone, and has only two colors.

**GOBELS** (BCU 73/17, Bible 1059) Bob Patrick #12112 has a version of this can that has the statement — "Withdrawn free of internal revenue for exportation" along the seam with the brewery info. This can was found by rubbing the paint off a DREWREYS (BCU 60/40, Bible 654). I checked my Drewreys and found one tool

**I LIKE IKE** Ballantine commemorative (BCU 46/24) Brad Hissing #20666. His can is different than shown in BCU. It is tan, and the words "compliments of Ballantine —" are nonexistent. The BCU can is white, with the statement. Brad would like for anyone to contact him, who may have info on this can. His can has a rolled edge, as drinking cup. He would like to determine the rarity of his "find."

**MY** (BCU 96/18, Bible 1886) Art Macheski #17711 finds he has two variations. #1 can is brewed by "My Bwg. Co." #2 can is brewed by "Metz, Bwg. Co."

**PLAYERS** (current by Millers?) Hugh Griffin #17191 sends me some info on the variances of this can — about 10. #1 can has a red shield, gold top, contents within the gold

area, Miller logo in red, "Players" in gold on the side. Can #2 has a red & blue shield, silver top, contents are under the gold area, Miller logo in blue, "Players" in white with blue outline on side. Plus a few other minor things. Thank you, Tidewater Champale Chapter.

**SCHAEFER** (BCU 114/26, Bible 2545) Art Macheski #17711 says this one comes a couple of ways. #1 has brewery info on side opposite the seam. #2 has info along the seam. These cans are from Albany, N.Y.

I actually found a couple on my shelves — now that I can see them. (My shelves are up and nearly full already.)

**BLATZ** (current by Heileman) I found among my traders two different 16 Oz'ers. #1 has a dull gold triangle and little Blatz'es. #2 has a very bright metallic triangle and little Blatz'es. Otherwise identical — I bet the 12 oz is the same, but I only have the bright version.

**COUNTRY CLUB 900 ML** (current by Pearl) look close again — you may want to classify this as picky. #1 has contents and brewer info in three lines, all together. #2 has brewery info in three lines by adding Fort Wayne, Indiana. The contents are at the top of can (on the side). #1 has .473 Liter. #2 has 473 ml. Some how — I'm still confused with all this mathematical wizzardry. Oh yes — the cans have slightly different shades of metallic gold. #1 is kind of a weak gold. #2 is a brassy bright gold. #1 has a sta-tab. #2 has a pop-top. I told you it was picky.

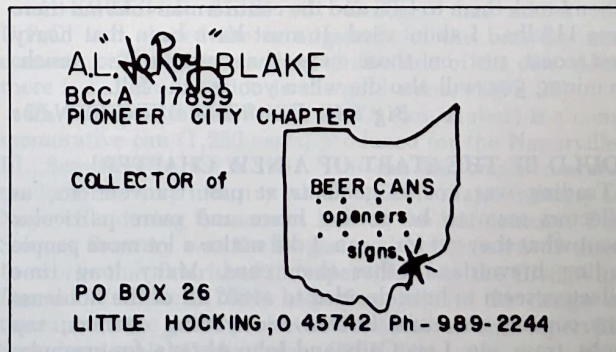
Art Macheski has inquired about the 3 piece all aluminum cans. He knows of only 4 brands — Budweiser, Falstaff, Olympia, & National Bohemian. Does anyone out there know of any other brands? If you have any info on these interesting cans, please contact Art. Maybe we will see a future article in the *News Report*.

When the new U.S. of A. composite is issued, you will be getting a great deal of information to help you collect cans. There has been a lot of effort put forth by those envolved. We (the BCCA membership) should give these people our thanks for an absolutely fine job. My hat is off to Hank Herbst, Roger Kirkpatrick, & Martin Landey. And to all those who had inputs.

Well, it's time to scoot, got to go to work. Who ever invented shift work should be strung up. If you can — you all come and see me in Marietta, Ohio on April the 5th. I'll be there trading and taking notes.

HERES TO . . .  
TWO FOR ONE.

A.L. BLAKE  
PO BOX 26  
LITTLE HOCKING, O 45742





# Chapter brewings

By Jim McCoy #136

*A collection of this 'n that taken from recent issues of the BCCA chapter publications and newsletters. Contributions are welcome and can be accomplished by sending your chapter's mailings to Jim McCoy #136.*

## WHO SAID TRYING TO FIND YOUR ROOM IN HERSHEY WAS DIFFICULT?

Actually, finding our room was easy. It was the first door on the right, as you turn left coming through the glass doors from the northwest courtyard. Which was just past the turnoff to the northeast courtyard and pool area. Which you get to by taking a left turn at the stop sign. Which is on the access road that circles around behind the north wing. Which is to the left or west of the duck pond and par 3 golf course. Which is right across the parking lot from the entrance to the lobby. Which is the same one I entered when I first spied R.J. in the corner.

*Packer 6-Pack Report*

## HARD TO TELL WHETHER IT WAS A CASE OF BAD TASTE OR NO TASTE!

L.D.C. "Tee-Shirts" met with a mixed set of reviews.

*Goebel Guzzler*

## JEFF DOESN'T MINCE WORDS!

I have received a letter from the Hershey Chamber of Commerce asking whoever left Jeff Olin's body in the dumpster behind the hotel to please claim it. Reliable sources have it that Jeff will survive but has become limited to a vocabulary of two words, "more beer."

*Southern Tier Newsletter*

## WANT A BREAK FROM TRADING IN CHICAGO THIS SEPTEMBER, TRY THIS!

On Thursday after the special trade sessions (cone tops, foreign, full, and 16 oz.), we had six couples entered in the first annual "Kit Hall Cribbage Tournament," held in his room. The winners were a couple of guys from Eau Claire named Glenn T. and Wally S. (Hint: they host the annual Weekend at Wally's). They'd better enjoy their victory because next year in Chicago they don't stand a chance.

*Badger Brewnews*

## FREE TETANUS SHOTS FOR ALL ATTENDEES AT THE CHICAGO CONVENTION WHO TRADE WITH PREMIUM MUGRAGE!

As usual Premium brought too, too, too, too many cans. When I took them to UPS and the counterman told me there were 112 lbs., I about died. It must have been that heavy west coast rust on those cans that weighed so much. Premium, you will also die when you see the bill.

*Big Beer Brotherhood Rustic News*

## COULD BE THE START OF A NEW CHAPTER!

Trading was not as good as at past Conventions, as collectors seem to be getting more and more particular about what they get for a can. I did notice a lot more people trading breweriana other than cans. Many long time collectors seem to have decided to avoid all of the nonsense cans coming out, and instead are trading coasters, tap knobs, trays, etc. Lew Cady and John Ahrens, for example,

spent each day by the pool trading beer songs on tape. They are #1 and #2 in the Beer Songs Collection of America. Your president was made #3 when they heard my tape of "Beer Cans on the Moon" by Ed Sanders and other strange songs.

*Knickerbocker Knick Knews*

## EMBLEM TIPS:

To avoid that puckered look when laundering a garment with embroidered emblems, try the following tips.

1. Soak emblem in cold water for one minute.
2. Lay emblem flat and allow to dry.
3. If garment is new, launder before attaching emblems.
4. Attach emblem using a zig-zag stitch.

*CANecticut Red Fox Sez*

## HERE'S A NEW DISPLAY IDEA!

I've pulled out my grade 5s and display them separately now. Makes the collection look much cleaner and now I can remember better which ones I want to upgrade. It was interesting though — I had a non-collector remark that those (the worst of the group) must really be old and valuable! No mention of the mint flats at all! Maybe if I ever get robbed it will be the old rusty ones they steal!

*Big Beer Brotherhood Rustic News*

## I KNOW THEY BROUGHT BACK THE BEAR, BUT THE BREWERY, TOO?

Hamm's Special Light by Theo. Hamm's Brewing? You better believe it. Steve told me to watch for it; he had one top opened. At the Decorah session, he located two — one for himself and one for me. Since then, I found three cans but only had money enough for two. This is a TRU mistake.

*Schell's Border Batch Brewings*

## INVEST IN TREASURE OR PLEASURE?

"Beware of 'exotic' collectibles, such as beer cans or items manufactured just to be collected. The absence of several conditions should raise a warning flag. These include: a secondary market, a recognized way of determining the value of an item, good aesthetic quality, physical condition, rarity and historical importance." — Robert Schonfeld, manager of institutional services and market research at Sotheby Parke Bernet, Inc., New York.

*Knickerbocker Knick Knews*

## TALK ABOUT LIGHT BEERS!

To save on your postage bill, Scott Robinson suggests filling your cans with helium before mailing!

*CANecticut Red Fox Sez*

## LATE TRADE SESSIONS:

Feb. 8 — Olde Frothingslosh; North Hampton Volunteer Fire Dept. Fire Hall. Off of PA rt. 8, behind Eden Park Restaurant, exit 4, PA turnpike. Clyde Moyes (412) 795-5691.

Feb. 8 — Windy City; Chicago, Ill.; Ron Jones #1236.



# Down in the dumps

By Pete Johnson #15082

Hooray! I finally have some real good tips to pass on to everyone. It is the middle of winter right now and I know that you are all buried in snow, but spring is just around the corner and dumping season will be upon us. Read this information and remember it when you get a chance to dump a little this spring.

Of course, all of you remember that I was going to try to make a composite list of all the set cans around? Well, Martin Landey #78 wrote me and it seems that my work has already been done for me. He sent me a preliminary listing of sets that is going to appear in this years' composite. How about that? I would suggest that if you have any new information on set cans to send it to him first.

Paul Wittibschlager #22098 sent me the first response to this column. In fact, I received it before I got my own copy of the *News Report*! Paul says that most of your better cans will come from relatively dry and wooded areas. I have found this to be true, especially where the cans are found in piles of leaves and pine needles, because these tend to keep the cans dry. Paul also suggests looking under porches and old barns. He knows someone who found about 500 (!) old cans under his own front porch. Paul also sent me a great listing of Redtops (about 20 in the series) and if you would like a copy and don't want to wait for the composite, drop me a line and I'll send you one.

I got a nice letter from John Kottemann #20507. He wrote me a nice long letter and makes this suggestion: Don't give up on a dump too quickly. Walk away from it in all directions to see if you missed anything. Bring a rake and dig down deep — just because you can't see the cans doesn't mean they aren't there. John came up with some wonderful cans which I won't mention by name; if you want to find out more, drop him a line.

Joe Krueser sent me this tip (plea?): Don't put any sort of clear spray on dumpers before they have been properly cleaned. He has found no way to remove the spray so the cans can never be improved. He says that a substance known as "Top Magic" is good for removing tar or other such substances from cans, but be careful — it can remove paint, too. Have you ever found a can that has a big dent with a ridge on one side? Joe says that a tap right on top of the ridge with a hammer ought to remove it. Also, to remove tops or bottoms from cans, use an old GI can opener, one once used for opening K-rations (I'm not sure where you could get one now, though).

Steve Tracy #21248 reminded me to look in the walls of old buildings and in your own home. Seems that he was putting a light up in his kitchen and found two nice, mint flattops right there in the ceiling. All of us should be so lucky.

Jay Dertinger #18572 tells me not to forget to "dump inside" at garage sales, flea markets, etc. Also, check out those old barns and abandoned houses and the like. He also says always go with at least two people (besides, it's more fun that way).

QUOTE OF THE MONTH: from John Kotteman: "(Dumping) is like looking for treasure. You never know what you'll find."

If I didn't get to your letter this issue, it will certainly be in next time. Keep those cards and letters pourin in and keep my mail box full:

Pete Johnson #15082  
419 West St.  
Hebron, CT 06248

## Brand Changes . . .

*Continued from page 19*

**RHEINGOLD PREMIUM BEER** (Rheingold) is now out in an aluminum can.

48. **SOUTHERN SELECT LIGHT LAGER BEER** (Pearl) is a resurrected brand name that was originally produced by Galveston-Houston Breweries back in the 1950s. (PRL 80)

49. **STEG LIGHT BEER** (Stegmaier) has redesigned their can to give it a more prestigious look with the addition of medals like those featured on their older cans. (STG 10)

50. **STEINBRAU PALE DRY LAGER BEER** (Pearl), mentioned in the August-September issue, shown this issue. (PRL 81)

51. **STERLING BEER** (G. Heileman) has launched (no pun intended) a new series entitled, "The Sterling Collection of Famous Landmarks." The first can features a picture of the Belle of Louisville steamboat. Reportedly, this is the first can of a four can set. (HMN 112)

52. **STROH LIGHT BEER** (Stroh) has changed the wording on their can to describe the average analysis of the contents. (ST 16)

**TIME SAVER PREMIUM BEER** (James Hanley) now indicates a brewery location at Galveston.

miscellaneous;

53. **RED LITE WINE COOLER** is a canned carbonated red wine with lemon and lime flavors being promoted as "the perfect substitute for beer." Wonder which brand they have in mind?

## LATE ADDITIONS:

54. **KRUEGER BEER** (G. Krueger) has added the U.P.C. and altered the arrangement of the brewery and contents information wording on the side of the can. Also, there is a slight variation in the gold color. (KGR 27)

55. **STENGER BREWERY BEER** (Jos. Huber) is a commemorative can (1,250 cases) produced for the Naperville, Ill., Sesquicentennial in 1981. This can also commemorates the local brewery industry which was the major industry in Naperville during the second half of the last century. The Stenger Brewery was the largest and best known of three breweries that flourished in Naperville after the Civil War. Donald Wampach (7901) helped coordinate the design of the can and the entire project as a member of the Naperville Sesquicentennial Commission. (HBR 44)



## Falstaff Pioneered Branch Brewing

On the site formerly occupied by the Fred Krug Brewing Co., descendant of the first brewery in Nebraska, Falstaff Brewing Co. continues to brew the state's only locally-produced beer. And it continues to brew with largely the same methods that were used hundreds of years ago.

That Falstaff remains the sole Omaha brewery illustrates what's happening in the brewing industry today. Breweries, particularly those producing local or regional brands, have disappeared as giants like Anheuser-Busch and Miller have built or bought breweries throughout the nation and have spent millions of dollars on advertising and marketing.

Long before these things were happening, however, the number of American breweries had been on the decline. In 1870 there were 3,286 breweries in the United States, according to the Register of United States Breweries — 1876-1976.

In Nebraska, even though the Register lists 118 different breweries over the years (although some may have been the same brewery operating under a different name), there never were more than 26 (that peak was hit in 1880) operating at one time.

The state's first brewery was established in 1859 by Frederick Krug in a one-story frame building — 22 feet by 40 feet — on the south side of Farnam Street between 10th and 11th streets. The brewery later moved to 25th Street and Krug Avenue and began operations in some of the same buildings that now house Falstaff. Falstaff began leasing the brewery in February, 1935 and bought it outright 10 months later.

"It was a pioneering step in our industry," Joseph Griesedieck, president of Falstaff, said in 1960. "Until then, no major brewing company had established a branch brewery. Ours in Omaha was the first. Other major brewers said it couldn't be done."

Frank Balkovec started working for Falstaff in 1939 and is still there today. Balkovec, who has worked in every department, can recall the early days when the contest was with Metz and Storz breweries. "Years ago Storz was No. 1 in Omaha (In 1961, 51 percent of all the beer sold in Omaha

was Storz; statewide, Storz had 33 percent of the business)," he said.

"They packed a lot of influence. In 1935 when Falstaff came up here from St. Louis, they cut the price of beer. Storz and Falstaff were always at war about that. But that entrenched Falstaff in the city of Omaha when we competed with Storz. We were real competitors for a lot of years. Of course, Metz was in the middle of it, too."

Metz closed in 1961. Storz, whose beginning dated to 1876, hung on until 1972, when Grain Belt Breweries — which bought Storz in 1970 — closed the Omaha brewery.

That left Falstaff the lone Omaha brewery. Until recent years it was the top-selling beer in Omaha, with more than 20 percent of the market. So loyal were Falstaff drinkers that even the 1977 invasion of the mystical Coors couldn't make much of a dent in Falstaff's market share. Since then, however, Falstaff has been displaced by Miller as the top seller in Omaha.

Yet, officials of the Falstaff brewery, including its owner, say business has never been better. Paul Kalmanovitz, Falstaff owner, has indicated the brewery may be expanded. Month-to-month sales increases earlier in the year were ranging between 35 to 70 percent, he said. By July, the brewery was expected to be producing at its 52,000-barrel-per-month capacity.

Falstaff's boost in production seems to have coincided with its introduction of generic beer in the Omaha area. Generic beer is different from Falstaff's labeled brands, although exactly how it differs is a secret known only to brewmaster Al Busch and a few others.

The trick in brewing, Busch said, is retaining consistency of taste, odor, quality, a difficult balancing act. "When dealing with an organic material," he said. "Every year crop changes, weather conditions change, growing conditions change. This varies and we have to adjust for that."

The result, said plant manager Arvid Nelson, is that the 180 Falstaff employees "make a quality product; we have a lot of followers."

## Thanks to All for a Great 1980!

By Larry Freeze #5937  
Editor

It has now been one year since I assumed the reins as editor of your *BCCA News Report*. I don't want to take up a lot of valuable space which could be devoted to beer cans and other essentials of the hobby. However, I do want to say a few things that do deserve your attention. First of all, the plaudits:

THANKS to all chapter presidents and newsletter editors who have placed me on your mailing lists. Your publications provide some excellent story ideas and I try to reprint as many articles as possible.

THANKS to all members who have submitted clippings, cartoons, calling cards, and original articles for publication. I don't have to tell you that it just isn't possible to print everything. A 32-page magazine can hold only so much. But the time you take to clip something or to write a letter or article is not wasted. If your contribution hasn't appeared, I'll try to get it eventually.

THANKS to the officers and board members who really do put in a great deal of unselfish work and time to make our club great. Please give

them your support during the coming year.

One more thing. When submitting material for consideration, it saves a lot of time if you send it to the right place. For example, if you have a trade session you want listed, send it to Mark Ferguson. A "Did You Know" contribution goes to LeRoy Blake, and so on. The list of department editors is contained on page 2 of every issue of the *News Report*. And please remember, the deadline for consideration is the first of the month preceding publication (at the latest). Thanks.



# Letters

## A Toast from Hudepohl

Dear BCCA:

It is an extreme honor to once again capture the Beer Can of the Year Award from your organization!

We are quite proud of this can, which as you probably know was just designed in April to replace another one. Same product — but the new can reflects more accurately the quality and rich taste of Hudepohl Beer.

Please extend a warm welcome to any of your members passing through Cincinnati. We have brewery tours available, in addition to our hospitality tasting room.

Thank you for the award. We will treasure it and proudly display it in our offices.

Sincerely,

Robert L. Pohl

General Manager

The Hudepohl Brewing Co.

## Here's to the Club!

Dear BCCA:

Our son James DeGregori #22077 has thoroughly enjoyed his hobby of beer can collecting. He corresponds and trades with people all over the world and he goes to the trading sessions in Houston.

I would like to say that I wholly approve of your by-law that allows trading but not buying. I hope your organization will stick by that principle, which is wholesome and fair and allows young people to participate so much.

Gayle DeGregori

## But Now the Bad News

Dear BCCA:

First of all, I had a great time at the Convention in Hershey. This was the first time I was ever at a national show. Great food, great trades, and I made some new friends. I will do my utmost to go to the next one. My hat goes off to you.

I traded cans, coasters and labels. The only thing that disappointed me about this show was someone stole my Mt. Joy labels and one from Altoona. I ask the person who took these to please send them back. You won't have to use your return address just send them back. These are hard labels to get. My address is below.

John C. Cooney, Jr. #21953  
901 Irwin Ave.  
Lancaster, PA 17603

## Another Great One!

Dear BCCA:

Hershey was my first Convention. And I'd like to thank the BCCA, the Keystone Chapter and everyone else involved, such as Jay Herbein, Dave Krantz and Kit Hall. My display didn't get enough points for a trophy, but I was surprised and very proud of the small one I did receive. The trading sessions were friendly and warm as were the people. I received many new cans and met many new friends, and I hope to be in Chicago next year. Thanks again!

Kevin Clark #19942

## Move Over, Walt!

Dear BCCA:

In the November-December *News Report* in an article reporting on a meeting of the Tontine Chapter held during the Hershey Convention, it was stated that Walter Hintz #85 celebrated his 75th birthday. My congratulations are extended to Walter and I wish him many more.

However, I must challenge the fact that he is the oldest BCCA member, as I celebrated my 78th birthday on September 21, 1980. Sorry I couldn't be in Hershey, but hope to see you all in Chicago in 1981.

Ken Zent #425

## Calling Swedish Collectors!

Dear BCCA:

I am very happy to announce that the Swedish association for beer can collectors has been in existence for more than a year now, and we are going to open our membership to foreign members interested in collecting Swedish cans.

Our organization is — like the BCCA — against buying and selling of beer cans or breweriana, and we do not allow it on our meetings or by use of our roster.

We will put our complete list of Swedish cans at Marcella Schinski's disposal, and try to put her up-to-date on all new cans here in Sweden.

However, in order to get ourselves generally known, it would be of great help to us if you would put some sort of small notice in your *News Report*, similar to that about the British club. Would you be so kind as to do that?

In that case, don't forget to put this address in for all who are interested in joining.

SOF  
Klippvagen 15  
S-752 52 UPPSALA  
SWEDEN

With great thanks,  
Johan Bjorksten #17503  
Secretary, SOF

## Future Board Meetings

Date	Location	Time
Sat., Jan. 17, 1981	BCCA Office	Noon
Sat., Feb. 21, 1981	BCCA Office	Noon
Sat., Mar. 14, 1981	BCCA Office	Noon
Sat., Apr. 18, 1981	BCCA Office	Noon
Sat., May 16, 1981	BCCA Office	Noon
Sat., June 20, 1981	Knights of Columbus Park (Swap-A-Rama)	11 am
*Sat., July 18, 1981	Schwarz' House	11 am
Sat., Aug. 15, 1981	BCCA Office	Noon
Fri., Sept. 11, 1981	Convention	3 pm

\*Open to officers, board members, committee members, *News Report* staff, and by invitation only.

Dates are tentative and subject to change. If possible, 30 days notice will be given.



BEER CAN COLLECTORS OF AMERICA

SUMMARY OF RECEIPTS AND DISBURSEMENTS FOR  
FISCAL YEAR ENDED SEPTEMBER 30, 1980  
(Excluding Convention Account)

RECEIPTS

Renewal dues	\$112,482	
New member dues and fees	29,088	
Sale of BCCA publications, supplies and want ads	22,476	
Interest on savings account	3,848	
Other miscellaneous revenues	<u>1,606</u>	\$169,500

DISBURSEMENTS

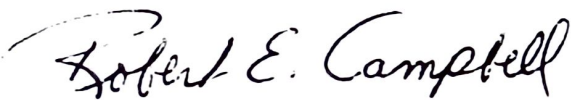
Membership rosters and updates	22,478	
News Reports	46,617	
Want Ad Bulletins	20,863	
Other printing and postage expenses	10,000	
Cost & expenses related to supplies and publications	14,491	
Cost & expenses related to new member materials	3,903	
Office rent, supplies and operating expenses	12,661	
Paid clerical services	15,792	
Insurance, taxes, business meetings and other organizational costs	5,931	
Publicity and other miscellaneous expenses	<u>5,065</u>	<u>157,000</u>
Excess of receipts over disbursements for the year		11,600
Beginning cash balance at September 30, 1979		<u>14,000</u>
Ending cash balance at September 30, 1980		<u>\$ 25,600</u>

AUDIT REPORT

I have examined the records of the Beer Can Collectors of America for the fiscal year ended September 30, 1980, and the financial statement appearing above.

The examination included reconciling the checking and savings accounts, reviewing documents supporting expenditures, a review of controls over money received, and other audit tests as deemed necessary.

It is my conclusion that the cash receipts, disbursements and balances for the fiscal year are fairly presented in the above financial statement.

  
Robert E. Campbell #1178  
BCCA Audit Committee  
October 18, 1980



# Beer Can Collectors of America®

747 MERUS COURT • FENTON, MO 63026

THE BEER CAN COLLECTORS OF AMERICA® was founded in St. Louis, Missouri in April, 1970 by six beer can enthusiasts. We now have over 10,000 members in all fifty states and in seventeen foreign countries. There are no prerequisites for membership in the BCCA® only an interest in collecting beer cans. We have members in almost all walks of life and in every age group.

HERE ARE SOME OF THE BENEFITS OF BELONGING TO THE BCCA®:

1. YOU RECEIVE a Composite List showing all canned beer brands known to our members. You can use this as a check list against your own collection.
2. YOU RECEIVE a Roster containing the names & addresses of all fellow members. This is most helpful when trading by mail, phone or in person.
3. YOU RECEIVE your official Membership Card which is proof of membership for the year your dues are paid. This card entitles you to all the rights and privileges of a member of the BCCA®.
4. YOU RECEIVE an official BCCA® windshield decal, the BCCA® embroidered emblem and a BCCA® iron-on.
5. YOU RECEIVE our bi-monthly (6 issues per year) publication BEER CAN COLLECTORS NEWS REPORT, which contains new brand information and numerous articles of interest.
6. YOU RECEIVE a Membership Certificate suitable for framing, signed by the President and Secretary.
7. YOU HAVE THE RIGHT to attend our Annual CANvention. The News Report will contain details about the CANvention which is held yearly in September.
8. YOU RECEIVE a bi-monthly (6 issues per year) Want Ad Bulletin containing many possible trades. (A small charge is applied for placing ads. A coupon for one (1) free ad will accompany each new membership.)

We welcome you to join this fast growing, fun loving, club so you may enjoy the fellowship and all the benefits of membership; however, please note, the BCCA® is a trading club, and the buying and selling of cans amongst members is strongly discouraged.

IT'S MORE FUN AND EASIER TO TRADE FOR A CAN THAN TO BUY IT.

*Leo Mercurio*

Leo Mercurio  
Secretary, BCCA®

Applicants Please Read By-Laws on Reverse Before Filling Out This Application.

## MEMBERSHIP APPLICATION

B.C.C.A.®#					
FOR OFFICE USE		NAME (LAST, FIRST, MIDDLE INITIAL)		NAME OF SPOUSE	
		STREET ADDRESS			
		USA OR CANADIAN CITY		STATE	ZIP
		FOREIGN CITY, COUNTRY			
(OC)	OCCUPATION		(BD)	YEAR OF BIRTH	(CT) NO. OF CANS IN COLLECTION (CC)
					FOR OFFICE USE

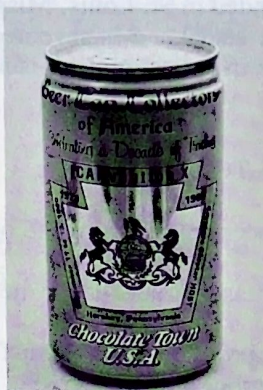
Enclose a check or money order **NO CASH PLEASE** for \$18.00 (23.00 for foreign members) to cover initiation fee of \$3.00 and annual member dues for the year 1981 in the Beer Can Collectors of America® of \$15.00 (\$20.00 foreign members). \$3.00 of this amount is for a subscription to the Beer Can Collectors News Report for one year. Return this bill form with remittance. Members who join after October 1st will be paid for the balance of the present year plus all of the following year.

Please make check payable to BCCA® and mail to: BCCA® 747 Merus Ct., Fenton, MO 63026



# SUPPLY CORNER

**CANVENTION X  
COMMEMORATIVE CAN**  
The official can available only to those members who did not receive one at the national Convention. \$3.00 each. (Limit one per member.)

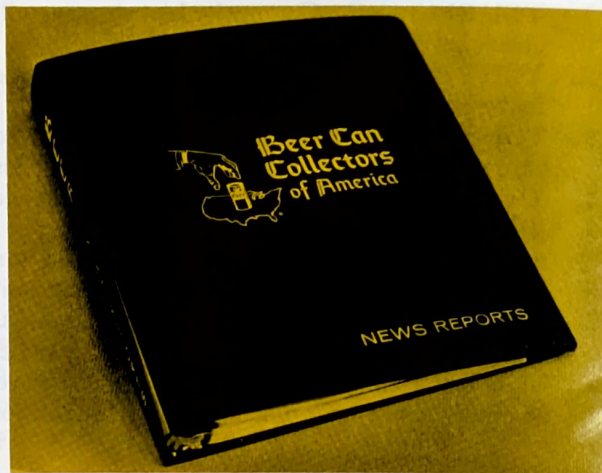


**BCCA IRON—ON.** Make your own T-Shirt on your favorite fabric and color with the official BCCA Iron-On. Design comes in black and red, 10"x10", for \$1.00 each, postpaid.



## NEWS REPORT 3-RING BINDERS

A handy and convenient way to save your back copies of the BCCA News Report. These sturdy, bright red binders have the BCCA logo on the front, and the club's name down the spine. 2 binders for \$7.00, or 3 for \$10.00.



All prices include postage and handling.

Mail your check (no cash) to:

**BEER CAN COLLECTORS OF AMERICA**  
Attn: Supplies Chairman  
747 Merus Ct.  
Fenton, Missouri 63026

Checks should be made out to **BEER CAN COLLECTORS OF AMERICA**. Allow four weeks for delivery.

ITEM	QUANTITY
BCCA Belt Buckle, \$3.50 ea.	_____
BCCA Iron-On, \$1.00 ea.	_____
Guide to U.S. Beer Cans, \$6.00 ea.	_____
The Beer Can, \$4.00 ea.	_____
Guide to U.S. Beer Cans & The Beer Can, \$9.00 for both	_____
Convention X Can, \$3.00 ea. (Limit one per member)	_____
News Report 3-ring binders, 2 for \$7.00, 3 for \$10.00.	_____
Window Decals, 3 for \$1.00	_____
Embroidered Emblems, \$1.00 ea.	_____
10th Anniversary T-shirt, \$5.00	_____
10th Anniversary Patch, \$2.00	_____
Bumper Stickers, 3 for \$2.00, 75¢ ea.	_____
BCCA Leather Key Ring, \$1.50	_____
BCCA Leather Can Holder, 1 for \$3.00, 2 for \$5.00	_____
Stationery Stickers, \$5.50 per roll \$1.00 per 100	_____

**BACK ISSUES OF NEWS REPORT.** All back issues are available to members. 1971, 1972, 1973 issues are 50¢ each. 1974 to present are \$1 each.

## CIRCLE ISSUES WANTED

1971 — Mar, Jun, Sep, Dec  
1972 — Mar, Jun, Sep, Dec  
1973 — Jan, Mar, May, Jul, Sep, Nov  
1974 — Jan, Mar, May, Jul, Sep, Nov  
1975 — Jan, Mar, May, Jul, Sep, Nov  
1976 — Jan, Mar, May, Jul, Sep, Nov  
1977 — Jan, Mar, May, Jul, Sep, Nov  
1978 — Jan, Mar, May, Jul, Sep, Nov  
1979 — Jan, Mar, May, Jul, Sep, Nov  
1980 — Jan, Mar, May, Jul, Sep

## ORDER COMPLETE BACK ISSUES BY SETS IN BINDER

- \_\_\_\_\_ Volume #1 — \$10.00  
(1971, 1972, 1973, 1974)
- \_\_\_\_\_ Volume #2 — \$10.00  
(1975 and Jan, Mar, May 1976)
- \_\_\_\_\_ Volume #3 — \$10.00  
Jul, Sep, Nov 1976 and 1977)
- \_\_\_\_\_ Volume #4 — \$10.00  
(1978 and Jan, Mar, May 1979)
- \_\_\_\_\_ Volume #5 — \$10.00  
(Jul, Sep, Nov 1979 and 1980)

NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
BCCA# \_\_\_\_\_ AMT. ENCLOSED \$ \_\_\_\_\_

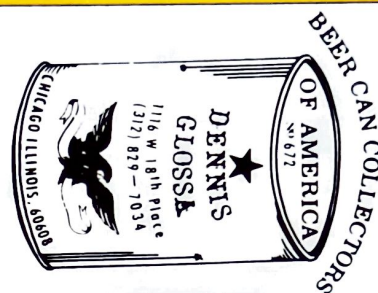


Phone: (419) 629-2862



Member of BCCA # 8484

Wayne and Ardy Fark  
11 N. Jefferson St. - New Bremen, Ohio

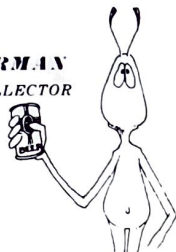


BCCA # 22034

**JIM SHERMAN**  
BEER CAN COLLECTOR

26 SOUTH MAIN STREET  
SHERBURNE, N. Y. 13460

Phone (607) 674-4645



**BEER CAN COLLECTOR**

Member B.C.C.A.

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*Beer Cans of Breweriana*  
Phone no 201 757-795

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Watchung, N.J.  
07060

BCCA no. 15470  
Garden State Chapter  
Jersey Shore Chapter

BCCA 15056

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CAPITOL CITY CHAPTER

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PHONE (703) 273-0993

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"Gibson"

97 Circle Drive  
Manheim, Pa. 17545

Home of the "Manheim" Can

"Orlino's"

Phone (717) 665-7163



# Potpourri forum

Related and unrelated tidbits from the East and other places.

By Will Hartlep #3109



In case you haven't already noticed, "Potpourri Forum" is not about beer cans, but rather about the people who collect them. Good times and friendships are as much a product of our hobby as good cans. Case in point, the reunion in Hershey of Bird Thayer #545 and Brad Craig #551, captured in the photo above.

Actually they're wrasslin' for a rare crimped Genesee Cream Ale.

## BELATED CONVENTION NOTES:

We understand that friend Harry Keithline #28 changed flights in Pittsburgh on his way back to St. Louis. He apparently had so many Iron Cities in the Airport Lounge that he set off the metal detector when he tried to get back on the plane.

Our Board of Directors has been trying to sell the Old Phoenix Convention cans to BCCA Chapters for raffle prizes, etc. Well, seems like Ron Jones #1236 wanted them all . . . he wanted to scratch off "Phoenix" and write in "Chicago '81."

## RECYCLABLE BREWERY:

Mark Ferguson #5836, keeper of the "Emporium" sent me a pamphlet from the BREWERY ARCADE in Portsmouth, Ohio. The Arcade used to be the preprohibition Portsmouth Brewing Company, which after years of use as a car dealership, garage, beer distributor, and whatever else, has been restored and remodeled into a shopping mall. For those of us with an affection for old brewery buildings, this is really something to see. It would be great to see other cities do similar things with their forgotten breweries.

## ADAGE OF THE MONTH:

So you think you're an old-time collector when you're at a trade session of 50 people and you remember when the session drew 100 people? Well, you're not, you're an old-timer when you're at a trade session of 50 people and you remember when that session drew 6.

## O'SUCH MAGAZINE ARTICLE DEPARTMENT:

The July 1980 issue of "Playsure" contains an article entitled "Canomania: Beauty and the Brew," a nicely done piece about our hobby by Glenda Kachelmeier.

John Kerr #10964 forwarded me a copy of "Package Engineering" magazine's September 1980 article on their Plant-of-the-Month, Miller Brewing Company, Fulton, N.Y. Makes for excellent reading, if you can figure out where to find a copy of "Package Engineering."

## "BEERGATE":

Tom Kriehn #2766 dug up an interesting little piece of political corruption described in the Dallas Times Herald. Seems that a computer at one of the government's top-secret weapons labs in Washington, D.C. was improperly used by Government employees to store games, personal letters, jokes, and the inventory of a beer can collection. The perpetrator must certainly be a member of one of those other can clubs and not one of our beloved BCCAers.

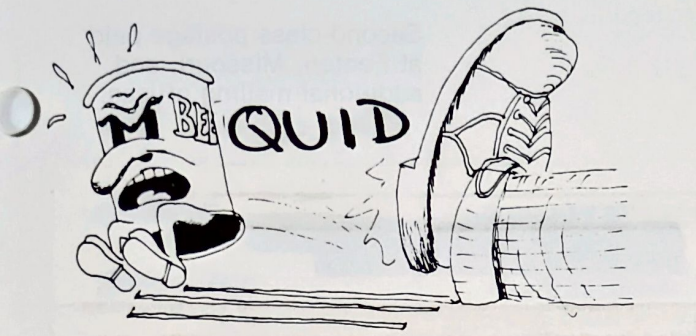


## TEXAS-SIZE CANS:

No, the picture above is not Mr. and Mrs. Shiner with Baby Shiner perched on their shoulders. They're a pair of flour drums painstakingly painted by David Kincannon #19493 for use as Halloween costumes. The can on top is, of course, a real 12 oz. Shiner.

If you've got something you'd like to see here, send it to Will Hartlep, 306 Olympia Street, Pittsburgh, PA 15211.





By Jeff Berg #799

## ROCK N' BEER

Other beers named after beers include . . . Lone Star Band, The Zodiacs, The Cascades and the Miller Bros., these all in the Memphis area and submitted by Tim Cox, #10709. And also, from the area of Eric Jones, #20665, there are bands that call themselves Triumph and the Iron City House Rockers. Eric also reviewed the album New Clear Days by the Vapors and give it the Jones Gold Star, which is his highest rating.

## QUID REVIEWS

Hawks & Doves, Neil Young\*\*\*\*\*

## SUCH & SUCH

Sent in by Bruce O'Such, #20297, was an entry in a New York Magazine competition asking for the definition of a "9" anything. It was, "9" the beer that made Scranton famous. Remember Scranton BCCA'ers, they said it, not me.

## RELIGIOUS NEWS

A question about the Tontine members wives, submitted by Lee Ecola . . . Lee wonders . . . does the last Tontine member have to take all the remaining wives, or just the pile of beer cans??? We won't answer that.

## THE LARRY HANDY SHOW

All of the following filler is from Larry Handy, #947, who strangely enough is a neighbor of sorts of Will Liverlip, the referee of Potpourri Forum . . . Handy says . . . Since Hershey was only about 10 miles from Three Mile Island, all his new cans glow in the dark . . . (either that or it's a new commemorative series we don't know about) Larry suggests you turn back to your December issue and look at the



Strange things happened in Hershey, a mutant pig direct from Three Mile Island tried to eat Carl Covell's shoulder. This had such an effect on Carl that he had to drink an eastern Coor's, also pictured.



Also shown are the Brews Brothers, Bob "Jake" Taylor, #822, and George (it's not Orwood, it's Elwood) Arnold, #2217. (Pictures submitted by Larry Handy, #947).

picture of George it-should-be-Elwood-not-Orwood Arnold, and the young lady assaulting his mid section. Who, is not his wife, girlfriend, or even a BCCA'er, but an employee of a nearby hotel who was persuaded to come over and party. Also, a report from 947 of the Boffering trip to Beermuda. A) awful dumping, even on mopeds, a large but strange assortment of beer including Tennent's Penny set, Amstel, Holsten and Generic beer in bottles from Pocono (Gibbons)!! Handy is also pushing for the 86 canvention to be held in Beermuda. And a record review, the Kinks, One for the Road\*\*\*\*.

And, although there is much more, this is all we're gonna say. And remember, I DID NOT SAY THIS . . . Larry can't figure out how Schell's can be considered a friend, the Horlacher Chapter Newsletter advises members not to collect garbage.

## ODD JOBS, PART 2

#20292, Head Shipper  
#13738, Monopoly expert  
#18793, pin head  
#12131, guitar collector  
#2960, bear hunter  
#20938, tank commander  
#14113, rock & roller  
#19904, lefthanded  
#14159, cowstomper  
#3037, chicken plucker  
and #7423 is still a goat farmer.

## COMMENT

IF we retain the idea of Collector of the Year, why not try and have some more DESERVING people in the running? Hank Herbst? Jim McCoy? Marcia Butterbaugh? Still better yet, don't have a competition.

## MEMORY CORNER

Remember when you used to pick names out of the roster to send trade lists to? When was the last time you got an unsolicited list in the mail? Who was the first person you ever traded with by mail? Mine was a lady by the name of Alta Suchy who lived in Valparaiso, Nebraska. My first "Live" trade was with Roger Johnson, #200.

## WYOMING NEWS

You are all cordially invited to the Cowboy Chapters Trade Session, Dead Sheep Hunt & Rodent Buffet to be held the first Saturday of August in Cheyenne, Wyoming.

## PERSONALS

D.D. — Hope all is well, one day you'll catch on!

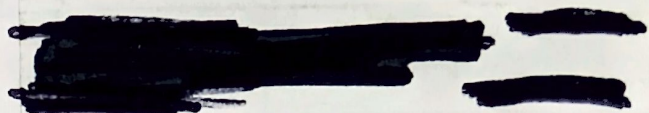


# Beer Can Collectors of America

747 Merus Ct.  
Fenton, MO 63026

TO:

Second-class postage paid  
at Fenton, Missouri, and  
additional mailing offices.



And Last But Not Least . . .



## HERSHEY LEFTOVERS!

Late — very late — in the evening, some BCCAers decided they'd like a little piano music. Pat Frawley volunteered to be the little piano player, but (alas) the piano in the Hershey Inn had a locked cover over it. No problem. Lynn Craig held the cover up whilst Frawley tickled the ivories.

Every year, the Bofferding Chapter Display just gets the same.



For candy kisses, call Elaine Herbst  
and/or Pat Smith.